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BROADCASTING TELECASTING

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23RD year

E NEWSWEEKLY
RADIO AND TV

KPRC is FIRST

Quarter-Hour "Firsts" Mon.-Fri. Averages

	PULSE (Jan., Feb., 1954)		HOOPER (April, 1954)	
mornings	**KPRC**	**11**	**KPRC-TV**	**16**
	Station B	1	Station B	4
	Station C	4	Station C	0
	Station D	0		

in RADIO

afternoons	**KPRC**	**24**	**KPRC-TV**	**12**
	Station B	0	Station B	12
	Station C	0	Station C	0
	Station D	0	Station D	0

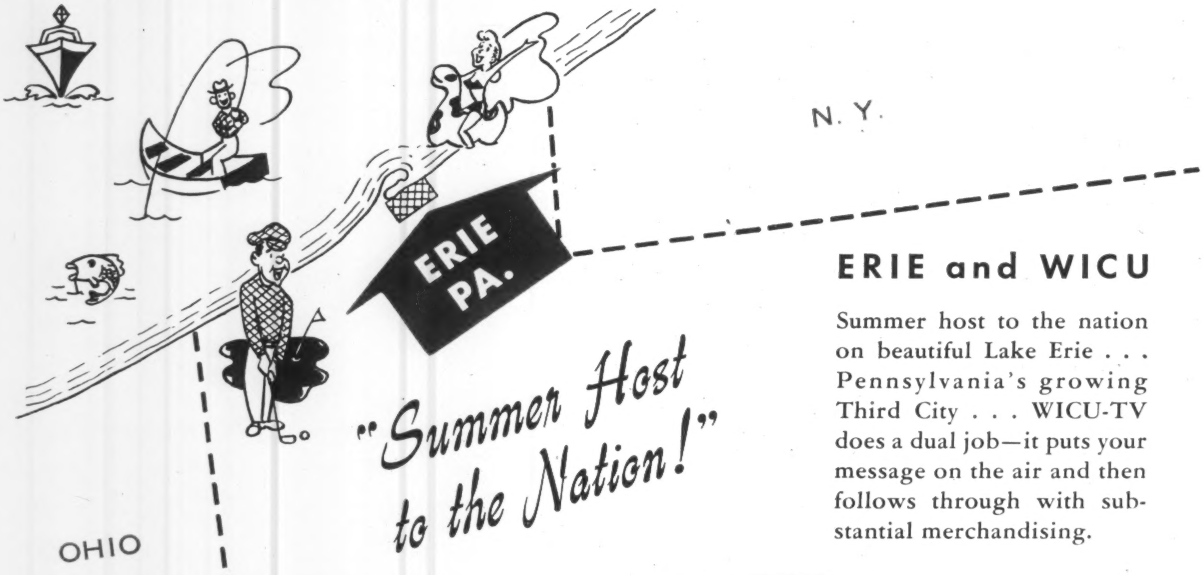
& TELEVISION

evenings	**KPRC**	**22**	**KPRC-TV**	**24**
	Station B	0	Station B	0
	Station C	0	Station C	0
	Station D	2	Station D	0

KPRC NBC AND TQN ON THE GULF COAST

KPRC-TV NBC • ABC CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager • Nationally Represented by **EDWARD PETRY & CO.**


N. Y.
ERIE PA.
"Summer Host to the Nation!"
OHIO
PA.

ERIE and WICU

Summer host to the nation on beautiful Lake Erie . . . Pennsylvania's growing Third City . . . WICU-TV does a dual job—it puts your message on the air and then follows through with substantial merchandising.

1
WICU TV
ERIE, PENNA.
Channel 12
ON AIR

A VERY PRETTY PICTURE FOR ADVERTISERS

100% merchandising . . .

Winner of Billboard's 1st Prize for Sales and Viewer Promotion in markets from 500,000 to 1,000,000 population.

95% evening sets in use

80% afternoon sets in use

70% morning sets in use

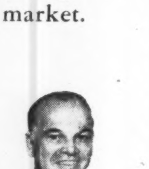
Sally Stauffer,
WICU Dancing Star

98.6% set saturation in Erie County . . . 93% set saturation in the Tri-State Market . . . WICU-TV, Channel 12, is the only medium completely selling and serving this superior market.

WICU TV

CHANNEL 12 • • NBC • • ABC • • DUMONT

Assured of almost 100% of viewer tune-in because WICU-TV is the ONLY VHF in this tremendous Tri-State market.



- RADIO
- TV
- NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

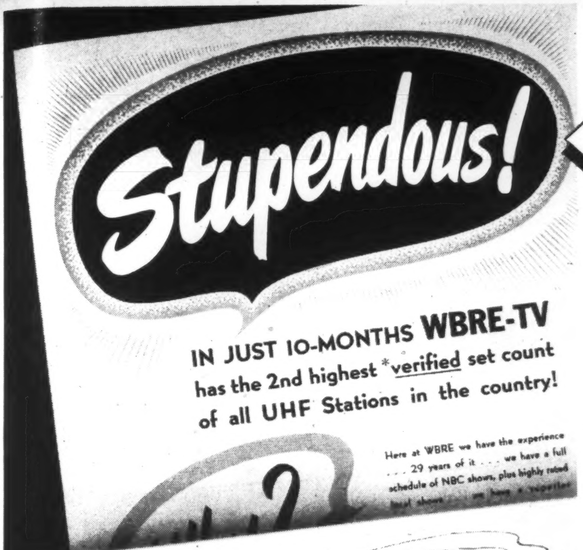
WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald



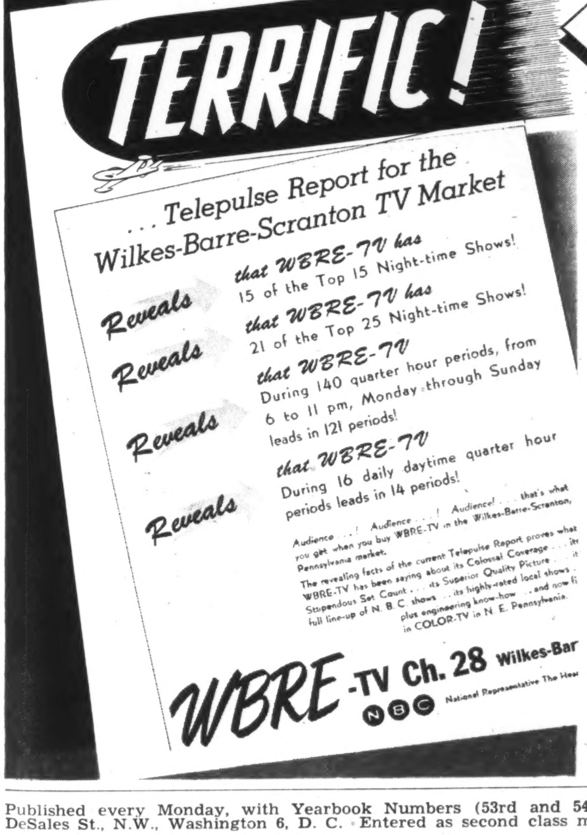
Stupendous!

IN JUST 10-MONTHS **WBRE-TV** has the 2nd highest *verified set count of all UHF Stations in the country!

Here at WBRE we have the experience . . . 29 years of it . . . we have a full schedule of NBC shows, plus highly rated local shows . . . we have a

Colossal Coverage + COLOR

CARBONDALE
HONESDALE
SCRANTON
TOWANDA
WILLIAMSPORT
WBRE-TV
WILKES-BARRE
BERWICK
HAZLETO
BLOOMSBURG
DANVILLE
SHENANDOAH
SUNBURY



TERRIFIC!

. . . Telepulse Report for the Wilkes-Barre-Scranton TV Market

Reveals *that WBRE-TV has* 15 of the Top 15 Night-time Shows!

Reveals *that WBRE-TV has* 21 of the Top 25 Night-time Shows!

Reveals *that WBRE-TV* During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 121 periods!

Reveals *that WBRE-TV* During 16 daily daytime quarter hour periods leads in 14 periods!

Audience . . . ! Audience . . . ! Audience! . . . that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pennsylvania market.

The revealing facts of the current Telepulse Report proves what WBRE-TV has been saying about its Colossal Coverage . . . its Stupendous Set Count . . . its Superior Quality Picture . . . its full line-up of N. B. C. shows . . . its highly-rated local shows . . . plus engineering know-how . . . and now fi in COLOR-TV in N. E. Pennsylvania.

WBRE-TV Ch. 28 Wilkes-Bar

NBC National Representative The Hea

ALL THIS

and

POWER TOO!

First again . . . ! with RCA's new high power equipment . . . WBRE-TV radiates 225,000 watts over Northeastern Pennsylvania . . . higher than any other station as reported by FCC* and in the Fall WBRE-TV will be the highest powered station in the Nation with over 500,000 watts.

As a Time Buyer, the step by step performance of WBRE-TV has been presented to you in as dramatic a way as we know how, and we are sure you'll be interested in the following statistics:

1 . . . Set Saturation . . . 66% in Luzerne and Lackawanna Counties (Population 649,637).

2 . . . May 1, set count in Northeastern Pennsylvania . . . 157,000 . . . ALL UHF

3 . . . Leads in 121 of 140 nightime quarter hours; 14 of 16 daytime quarter hours.

*	AUTHORIZED	OPERATING NOW
Station WBRE-TV	**1,000,000**	**225,000**
Station B	170,000	170,000
Station C	178,000	178,000
Station D	13,000	13,000
Station E	151,000	15,200

WBRE-TV

Channel 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Home Town Folks...

Know a Good BUY

More local advertisers spent *more* money on WDEL-TV in March 1954 than in any previous month in the station's five-year history! All goes to prove that the home town folks know a good buy when they see one. With good reason, they are *there* when the profits roll in! To get results from *your* advertising dollars, do as the home folks do—buy WDEL-TV.

WDEL-TV
Wilmington, Delaware
STEINMAN STATION

CHANNEL
12

REPRESENTED BY
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco

closed circuit®

HEAT IS ON for appointment of Phillip Willkie, son of late Wendell Willkie, to FCC. If named he presumably would become chairman (see early story page 29).

★ ★ ★

INCIPIENT MOVEMENT for complete separation of radio and television functions of NARTB because of their "incompatibility" was talked up during Chicago NARTB convention last week. Some independent radio operators, not identified with tv, sought to agitate groundswell for separate organization, contending both cannot live in same house. There also was complaint against purported "overloading" of agenda with tv.

★ ★ ★

AT LEAST one major network has given serious study to possibility of making change from traditional network structure to provide program service to stations for pay, as news services provide news to clients. Study indicates difficult financial obstacles would be encountered, and network officials are bearish about chances it would work.

★ ★ ★

QUIETLY and behind scenes, FCC is making new channel allocations study in vhf range to determine what might be done long range to alleviate shortages. Industrial users, like steel companies and other heavy fabricating operations, are seeking more spectrum space and are eyeing 88-108 mc band, now assigned to fm but also being talked up for possible diversion to vhf tv where three additional channels could fit (between present channels 4 and 5). Latter prospect looks bleak.

★ ★ ★

FREQUENCY study has reached another area in hope of opening new tv space. Movement of present aircraft beacon-marker service from 75 mc area is being scrutinized, but involved might be heavy government outlay to replace existing equipment used practically world-wide before any shift could be made. Moreover, no move could be made until 1963. How to get government, notably military, to relinquish spectrum space now being held in "reserve" for emergency use also is being studied, with William A. Porter, President's Telecommunications chief, figuring prominently in these studies.

★ ★ ★

SECOND major research project is being considered by radio stations represented by Henry I. Christal Co.—sponsors of now-celebrated Alfred Politz study, "The Importance of Radio in Television Areas Today." New one would be confined to areas which Christal stations serve, while first Politz research included markets not covered by them.

★ ★ ★

PORTENTS of major network (CBS-NBC) opposition to DuMont plan for equalization of network tv affiliates through fixed quotas of vhf and uhf stations to affiliate with each in first 100 markets were seen at NARTB convention in Chicago last week [B•T, May 24, page 117]. Old line networks would like to see boost in multiply-owned stations from present limitation of five, but it's evident they prefer to align affiliates on catch-as-catch-can basis. ABC, however, supports basic DuMont plan.

★ ★ ★

NBC Station Relations executives during NARTB convention in Chicago quietly huddled with individual radio affiliates regarding revision of contracts based on cancellation notices given them as contracts reached expiration. New provision, NBC executives explained, simply results in shift from converted hours on option time to clock hours and entails no actual rate decline. But some of affiliates insist that change does result in depreciation of time values.

★ ★ ★

ATTITUDE of FCC on station transfers was heard firsthand by full house of NARTB delegates at Thursday forenoon panel in which six of seven Commissioners participated (story page 63). It boiled down to conclusion that cases are considered on individual merits but several members expressed concern over what should or should not be regarded as "trafficking," particularly in light of limitations of law and of rough experience of past years with Avco proceeding, allowing open competitive bidding.

★ ★ ★

PERHAPS most successful session of convention was Thursday's roundtable with FCC. But some folks are wagering it won't happen again at future conventions. Several members of FCC feel that quasi-judicial body should not hold what amounts to public "Commission meeting" on question-answer basis. They point out no other independent agency does it although there may be nothing improper about procedure.

★ ★ ★

TV BROADCASTERS carrying Army-McCarthy hearings are reporting preponderantly that polls they have made support continuing hearings to bitter end. Average appears to be better than 90% in favor of carrying on.

the week in brief

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KTHS HELPS ARKANSAS FARM BUREAU TO GROW AND GROW!

KTHS
• LITTLE ROCK
CBS RADIO·DIAL

Marvin Vines, KTHS Farm Service Director, interviews John Scott, State FFA winner in 1953 Dairy Efficiency Contest.

On June 2, 1953, the Arkansas Farm Bureau Federation and its affiliated service agencies started sponsoring the *first* radio advertising campaign in its history, aimed primarily at securing new members.

Station KTHS was selected. Each morning at 6:05 a.m., our Farm Service Director, Marvin Vines, brings reliable market and weather reports to thousands of farm families in every one of Arkansas' 75 counties.

Now notice how Farm Bureau membership grew in 1953, with just six months of KTHS sponsorship:

1951	**49,019**		
1952	**50,016**	**Growth,**	**1.9%**
1953	**55,718**	**Growth,**	**10.2%**

In commending KTHS for its part in the Bureau's growth, Mr. Waldo Frazier, Exec. Sec'ty. of the Federation, writes:

> **"We feel that this and other services of your Farm Service Department are making great contributions to the progress of agriculture in the whole State."**

Thanks, Mr. Frazier. We *knew* it would be this way, when our 50,000-watt, CBS powerhouse was "turned loose" to do a job for you.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

Motion to Dismiss Lamb Protest Filed by Commission

MOTION to dismiss protest by broadcaster-publisher Edward Lamb filed by FCC with U. S. District Court for D. C., Commission reported Friday, contending Mr. Lamb had failed to exhaust administrative remedies before Commission and, if in court at all, should have filed in U. S. Court of Appeals. Mr. Lamb's suit protested FCC delay and procedure in hearing indicated on license renewal of WICU (TV) Erie, Pa., including charges Mr. Lamb failed to disclose alleged Red ties, which he denies [B•T, May 17].

Uhf Groups React to NARTB Plan to Testify at Hearings

DECISION of NARTB to participate in uhf tv hearings, due to be resumed Thursday before Senate Communications Subcommittee (story page 77), drew reactions Friday from Uhf Industry Coordinating Committee and Uhf Television Assn.

Uhf Coordinating Committee Temporary Chairman Harold H. Thoms, WISE (TV) Asheville, N. C., wired NARTB President Harold E. Fellows asking for meeting Wednesday evening in Washington. "We are sure NARTB would wish to achieve the kind of solution of uhf problems which assures a system of free enterprise and adequate nationwide competitive television service to the American public," Mr. Thoms said. "This is similarly the objective of the Uhf Industry Coordinating Committee."

Counsel William A. Roberts of Uhf Tv Assn. issued following statement:

> **There can be no doubt now of the intention of the "fat cats" to use their enormous power and resources to prevent any salvation for uhf television. Of course NARTB is the national organization of all broadcasters and will continue to be, but for the present time the Uhf Tv Assn. is the single purpose group which will persist in preserving uhf operation for the public, the advertisers and the uhf broadcasters. All who agree with that idea should act now to cooperate with it.**

Four Segments Sold On 'Bob Crosby Show'

SALE of four quarter-hour segments of CBS-TV's *Bob Crosby Show* (Mon.-Fri., 3:30-4 p.m. EDT) reported Friday, raising to eight number of 15 minute segments of program that have been sold. New sponsors are: General Mills Inc., Minneapolis, through BBDO, N. Y., for Monday, 3:45-4 p.m. EDT, period, starting June 7; Toni Co., Chicago, through Weiss & Geller, Chicago, for Tuesday, 3:30-3:45 p.m. EDT spot, starting June 15; C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, for Friday, 3:30-3:45 p.m. EDT, starting Aug. 6, and S. O. S. Co., Chicago, through McCann-Erickson, San Francisco, for alternate Thursday, 3:30-3:45 p.m. EDT, starting July 8. Englander Co., Chicago, current sponsor, will shift time period as alternate sponsor with S. O. S., starting July 15.

NOSE COUNT

FINAL calculation Friday showed total paid registration at NARTB convention last week was 1,697, of which 1,165 was for management conference and 532 (a record) for engineering. Non-paid registrations of NARTB staff (32) and news representatives (80) brought total registered at convention to 1,809. NARTB executives estimated another 1,500 attended some parts of convention without registering.

WTSK (TV) Knoxville Sold

SALE of WTSK (TV) Knoxville (uhf ch. 26) to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.) for estimated $300,000 announced late last week. No change in personnel contemplated but equipment to be added. Sale announced by W. R. Tuley, president, Television Service of Knoxville, and John A. Engelbrecht, South Central president. Mr. Tuley attributed sale to "pressure of other business interests in the midwest." Harold E. Rothrock is station manager and Guy Smith sales manager.

Automotive Commercials Get Tv's Highest Ratings

AUTOMOTIVE tv commercials get highest rating from viewers, drug product commercials lowest, according to study made by Schwerin Research Corp. among 452 persons in Greater New York area. Asked to rate commercials for 11 product categories as good, fair or poor, viewers produced these ratings:

	Percent of Audience Rating Commercials:		
	Good	Fair	Poor
Automobiles	62	32	6
Television Sets	54	36	10
Household Appliances	49	35	16
Beer	44	40	16
Food Products	41	43	16
Cigarettes	40	29	31
Soap Products	39	42	19
Coffees	37	42	21
Toothpastes	33	42	25
Gasolines	31	48	21
Drug Products	23	46	31
Average, all Products Types	41	40	19

SLIGHT ERROR

U. S. NAVY promised to apologize Friday to televiewers in Henderson, Ky., who earlier in the week found a straight VD film for enlisted men being shown right in their living rooms. Unexplained mixup occurred when two "general interest" films were spliced together and sent to ch. 50 WEHT (TV) Henderson, Ky., as concluding program of 13-week *This Is Your Navy* series. Unpreviewed, station ran film as usual in 7:15 p.m. time segment, cut it off air after five minutes of VD portion had been telecast. Film ran unnoticed because announcer was away from desk setting up next program, it was reported.

• BUSINESS BRIEFLY

INSECTICIDE CAMPAIGN • Penola Oil Co., N. Y., Flit (insecticide), planning six-week radio-tv spot announcement campaign, effective June 14, in seven tv markets (Columbus, Ohio; Oklahoma City; St. Louis; Kansas City; Los Angeles; Denver; Hutchinson, Tex.) and several radio markets. McCann-Erickson, N. Y., is agency.

DOW CHEMICAL TO BUY • Dow Chemical Co., Midland, Mich., reported set to sign for sponsorship of *The Medic* series on NBC-TV three of four Mondays, 9-9:30 p.m. EST, starting in fall. Agency: MacManus, John & Adams, N. Y.

NASH CONSIDERS • Nash cars, Detroit, through Geyer Inc., N. Y., considering network half-hour evening show for fall sponsorship.

INSTANT TEA DRIVE • Seeman Brothers, N. Y., White Rose Redi-Tea (instant tea), planning eight-week radio and television campaign starting early in June in New York, New Haven, Hartford and Washington. Cecil & Presbrey, N. Y., is agency.

PHILADELPHIA SPOTS • General Foods, N. Y., for Maxwell House instant coffee, through Benton & Bowles, N. Y., starting four week saturation spot announcement tv campaign on all three Philadelphia stations.

FLUFFO EXPANDS • Procter & Gamble's newest shortening, Fluffo, will expand with radio-television spot announcement campaign in Cincinnati-Dayton-Columbus district including Lima, Zanesville and Portsmouth, effective June 7 'til forbid. Biow Co., N. Y., is agency.

GM Buys Havoc Program

GENERAL MILLS Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., has purchased new television program starring June Havoc, produced by Desilu Productions, Hollywood. Half-hour situation comedy will start production in mid-July. It will be presented in October but network and time have not been set.

Five More 'Home' Sponsors

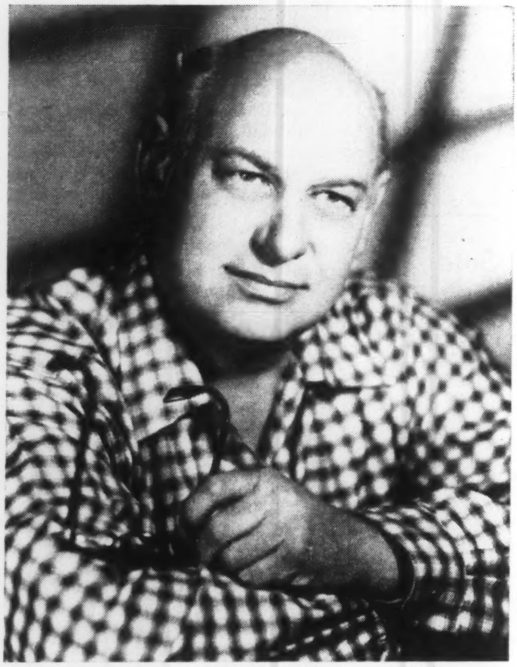
SIGNING of five more sponsors for total of 107 participations on NBC-TV's *Home* (Mon.-Fri., 7-9 a.m. EDT) announced Friday. They are: Speidel Corp., Providence, through Sullivan, Stauffer, Colwell & Bayles, N. Y., 52 participations; Glidden Co., Cleveland, through Meldrum & Fewsmith, Cleveland, 26; E. I. du Pont de Nemours & Co., Wilmington, through BBDO, N. Y., 13; Wesson Oil & Snowdrift Co., New Orleans, through Fitzgerald Advertising Agency, New Orleans, 10; Cudahy Packing Co., Omaha, through Young & Rubicam, N. Y., six.

WBKB Seeks Cooking Show

WBKB (TV) Chicago reportedly pitching for purchase of *Creative Cookery* package now on NBC o&o WNBQ (TV) same city, with view of feeding it to ABC network. Program packaged by Personality Features Inc., and was on limited NBC network some time ago. NBC outlet has 30 days to exercise first refusal rights.

WSPD-TV *Farm Hour*

Sells a rural market ranking 4th in TV set saturation*



Jim Nessle

The *FARM HOUR* is an early afternoon program geared directly to the WSPD-TV rural audience. The show consists of national and state news as it affects the farmer; daily market and weather reports in our area; interviews, relative to farming, featuring specialists in agriculture; and relaxing music.

Jim Nessle as emcee is a natural. He lives on a 56 acre farm which gives him first hand experience with the problems of his audience. Through group meetings with county agriculture agents, Jim keeps abreast of information needed by the farm population. This enables him to keep a well planned, custom-tailored show.

As local authority, Jim handles hundreds of letters from listeners, who request information on almost every phase of agriculture.

Lola Smith, veteran organist with WSPD, supplies music at intervals throughout the show giving additional pleasure and personality to the format.

*Telenews Productions Survey, April, 1954

The *Farm Hour* is a top show with top saturation.
It can sell your product in the Toledo
area—a top test market.

SPeeDy ® A STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally
by KATZ

at deadline

11th Station Asks to 'Suspend'; Deletions Now Total 84

CITING pressure of "consistent losses" since commencement of operation last October, ch. 18 WECT (TV) Elmira, N. Y., asked FCC for authority to suspend operation for 120 days to reorganize. NBC affiliate, WECT is 11th station in suspension still holding its permit (2 vhf, 9 uhf). Elmira also is served by ch. 24 WTVE (TV), airing ABC, CBS and DuMont.

Commission Friday also announced return of one vhf and three uhf permits for deletion, including ch. 29 WIP-TV Philadelphia (story page 88) and ch. 9 KTRE-TV Lufkin, Tex. Others were ch. 34 WTVX (TV) Goldsboro, N. C., and ch. 21 WCRS-TV Greenwood, S. C.

Post-thaw deletions now total 84 (70 uhf, 14 vhf).

Lufkin's only tv permittee cited inability to get network affiliation as economic reason for not completing construction of vhf facility. Greenwood uhf outlet also said it could not get affiliation and noted vhf already covers area.

CBS Radio Summer Theme

"SUMMERTIME, and the listening is easy" is basic theme of CBS Radio Network summer program promotion campaign which started Friday when promotion-exploitation kits were mailed to affiliates, giving them ads, exploitation suggestions, on-the-air announcements and special material for disc jockey and women's programs.

NBC-TV Sponsors Renew

RENEWALS by eight sponsors of seven top NBC-TV shows announced by network Friday: American Tobacco Co., through BBDO, N. Y., and S. C. Johnson & Son, through Needham, Louis & Brorby, Chicago, renewed for 52 weeks starting July 5 as alternate-week sponsors of *Robert Montgomery Presents,* Mon., 9:30-10:30 p.m.; Armstrong Cork Co., through BBDO, renewed *Armstrong Circle Theatre,* Tue., 9:30-10 p.m., for 39 weeks starting Aug. 31; Sunbeam Corp., through Perrin-Paus Co., Chicago, renewed *Ethel and Albert,* Sat., 7:30-8 p.m., for 39 weeks starting Sept. 4; General Foods Corp., through Benton & Bowles, N. Y., renewed *Roy Rogers Show,* Sun., 6:30-7 p.m., for 52 weeks starting July 4; Procter & Gamble Co., through Benton & Bowles, renewed *Loretta Young Show,* Sun., 10-10:30 p.m., for 44 weeks beginning Aug. 29; Reynolds Metals Co., through Russel M. Seeds Co., Chicago, renewed *Mr. Peepers,* Sun., 7:30-8 p.m., for 39 weeks (three of four Sundays), beginning Sept. 12; Scott Paper Co., through J. Walter Thompson Co., N. Y., renewed *My Little Margie,* Wed., 8:30-9 p.m., for 52 weeks, beginning Sept. 1.

NBC Sales on 'Today'

THOMAS J. LIPTON INC., Hoboken (Frostee dessert mix), through Ruthrauff & Ryan, N. Y., has purchased 13 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT), starting May 20, ending July 8. Wembly Inc., New Orleans (ties), through Fitzgerald Adv., New Orleans, has ordered 13 participations on *Today* for 13 weeks, starting June 29.

MUTUAL PLUG

IT WASN'T by design or inclination, but ABC-TV and DuMont carried "a plug" for Mutual during coverage of McCarthy-Army hearings Friday. Before afternoon session began, Senate subcommittee chairman Karl Mundt told hearing (and tv viewers) that Mutual commentator Fulton Lewis jr. had telephoned him to say that network had received 149,895 messages from listeners replying to Mr. Lewis' poll on hearings. Sen. Mundt said he was "gratified" to learn of interest in hearings and that large majority felt sessions were "a good thing for the country." Mutual spokesman told B•T 77.3% of messages expressed those sentiments and 71.9% felt hearings should be continued "without limitation" on radio and tv.

Crosley Sponsors Stern

CROSLEY Electronics division of Avco Mfg. Co. will sponsor 15-minute programs with Bill Stern immediately before and after ABC Radio's broadcast of world heavyweight championship bout between Rocky Marciano and Ezzard Charles June 17, 10 p.m. to conclusion. Agency: BBDO, N. Y. Fight, whose broadcast is sponsored by Gillette Safety Razor Co., will not be telecast for home reception. It will be carried by Theatre Network Television to 65 theatres in about 50 cities coast-to-coast.

Spot Radio Promotion

HOW ADVERTISERS use spot radio campaigns to introduce new products, solidify strong markets and bolster weak ones, test new marketing strategies, get or improve distribution and gain more impact in major markets is told in new presentation, "How to Localize Your Sales Appeal," issued Friday by CBS Radio Spot Sales promotion department for distribution to advertisers and agencies.

WFBM-TV to Full Power

WFBM-TV Indianapolis goes to full 100 kw effective radiated power from new 1,019 ft. tower Friday, Harry M. Bitner, president of ch. 6 station, reported Friday.

UPCOMING

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: Senate Communications Subcommittee resumes hearings on uhf, multiple ownership.

June 3-5: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.

June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.

For other Upcomings see page 123.

PEOPLE

JOHN MAHON, comptroller of George F. Foley Inc., N. Y., radio-tv packagers, has joined Guild Films Co., N. Y., as comptroller, succeeding **EDWARD GROSSMAN,** recently named director of newly-organized Guild Radio Division. **NORMAN BLACKBURN,** recently head of own tv production company in Hollywood and previously national program director for NBC-TV, appointed to Guild's production department as executive director.

H. H. DOBBERTEEN, vice president in charge of media, Foote, Cone & Belding, N. Y., for past few years, resigned effective June 15. Future plans will be announced shortly.

ROBERT P. UHL, BBDO New York account executive on Du Pont account, and **LAURENCE O. PRATT,** BBDO Boston account supervisor for Polaroid, Liberty Mutual Insurance and Southern New England Telephone Co. accounts, elected vice presidents of agency.

VINCENT DARIO, estimator, Cecil & Presbrey, N. Y., to Hicks & Griest, N. Y., as timebuyer.

CHARLES E. DENNY JR. from ABC-TV Pacific Division network sales to Boston sales staff of Television Programs of America.

DOUGLAS EDWARDS, newscaster and co-producer of *Douglas Edwards and the News* five evenings weekly on CBS-TV, named a director of National Foundation for Muscular Dystrophy.

HARRY W. WITT, in charge of western operations, Calkins & Holden, Carlock, McClinton & Smith, Los Angeles office, and **PHILIP WHITE,** in charge of midwest work, Chicago office, named vice presidents of agency.

RCA Prize Winners

WINNERS of penthouse party purse announced by RCA Recorded Program Services at NARTB convention banquet Thursday night. They were: first prize, Lin Mason, WCKY Cincinnati, RCA air conditioner; second prize, Leo Wilson, WHOP Hopkinsville, Ky., RCA tape recorder; third prize, Ira Crisp, Lenoir City, Tenn., RCA hi-fi record player.

Paul Diamond Dies

PAUL DIAMOND, 38, eastern division manager of Unity Television Corp., New York, died suddenly Thursday midnight while taking part in NARTB convention. Mr. Diamond suffered heart attack while chatting with friends in Palmer House suite. Funeral arrangements had not been made Friday.

McGowan Productions Formed

ESTABLISHMENT of McGowan Productions Inc., Hollywood, to produce and package films for television announced by Dorrell McGowan and Stuart McGowan, producer and director of *Death Valley Days* television series since 1952. Brothers have leased studio and office space at Kling Studios on La Brea Ave. in Los Angeles. They will continue to produce and direct *Death Valley Days* for Pacific Coast Borax Co., through McCann-Erickson, with Mrs. Dorothy B. McCann supervising producer for agency.

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TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
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Telephone: Metropolitan 8-1022

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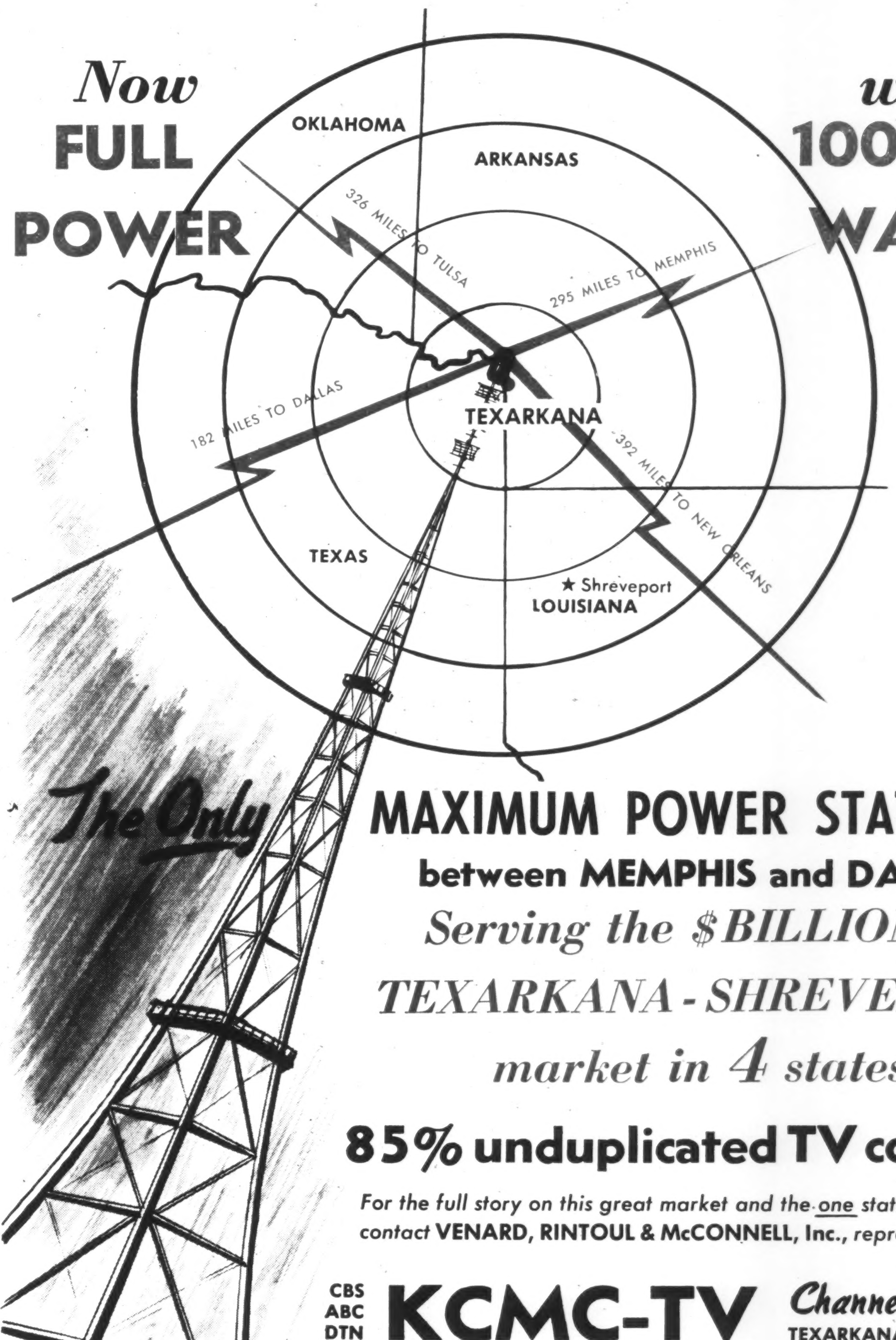
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COFFEYVILLE KANSAS

IN REVIEW

BANK ON THE STARS

Network: NBC-TV
Time: Saturday, 8-8:30 p.m. EDT
M.C.: Bill Cullen
Producer: Masterson, Reddy & Nelson
Production Cost: Under $10,000 per week

SO MUCH of the appeal of a comedy-quiz show rests with the talent of the m.c. In Bill Cullen, *Bank on the Stars* is blessed with one of the most ingratiating m.c.s in television, whose wit is barbed but somehow never stings.

The program centers around asking contestants to view clips from a motion picture and answer questions on what they have seen. This is by no means novel. But in the segment under consideration on May 22, the producers chose wisely three highly dramatic scenes from front-ranking new releases. It was a pleasant departure from filmed tv shows using antiquated clips, and is to be hoped that Masterson, Reddy & Nelson, who are producing the new series, will continue to use high-quality filmed sequences.

The ever-growing enthusiasts of the busy Mr. Cullen should find in *Bank on the Stars* a half-hour of good-natured fun. The opportunity for a "preview" of upcoming Hollywood attractions may even send some viewers scurrying to the motion picture theatres. The program, which will continue through July 10, should find lots of friends among the tv quiz fans.

* * *

INDUSTRY ON PARADE

Produced By: Arthur Lodge Productions Inc. for National Assn. of Manufacturers
Writer: Arthur Lodge
Assignment Editors: Johnny Johnstone, Robert A. Young Jr., both of NAM
Narrators: Peter Roberts, Bob Wilson, Radcliff Hall
Stations: Currently carried on 215 tv stations in U. S. and in nine foreign countries through U. S. Information Agency

THOSE tv stations now in operation that are not carrying *Industry on Parade* will find an informative and flexible source of programming in this series, produced for television distribution by the National Assn. of Manufacturers. The series, carried in over 215 markets nationally, records the progress of American industry by filming a weekly show, for telecast in a 15-minute time period, picturing the activity of both the little and big businesses that constitute the economic structure of the nation. Through cooperation with the U. S. Information Agency, *Industry on Parade* is shown in nine foreign countries as well.

NAM is wise in selecting a variety of subjects for presentation in each separate film. A good cross section of subject matter chosen by NAM for inclusion in the series is shown in a recent reel released by NAM. This particular film takes viewers on a visit to a New York skyscraper where they watch the men who rivet together its beams and girders; next to a Kentucky farm where country hams are cured for the tables of American epicures; then on a tour of a floor manufacturing plant in Memphis where new processes have brought the purchase of hardwood floors within the average owner's reach, and finally a trip to a photo service plant where some of the one and a half billion snapshots Americans take every year were followed through each stage of developing and printing.

In each instance narration points out how our standard of living is continually on the upgrade as manufacturers discover new techniques and methods of production which improve the products that consumers will ultimately buy. To tell such a story effectively NAM has gone to the farm, the small factory or the giant corporation to give viewers an accurate documented look at the skills of the businesses which NAM represents.

In production of *Industry on Parade*, camera crews are sent out on-location to film each business enterprise that is included in the series. Arthur Lodge Productions film and score each weekly reel which is supplemented with descriptive narration on the industry being shown. Collectively speaking, the films are well edited and well-produced. Narration is clear and brief. Music, used as a background on each reel, gives the film a certain pace and color desirable in shows of this type.

* * *

BOOKS

RIDER'S SPECIALIZED HOME & PORTABLE RADIO MANUAL, Volume 6, published by John F. Rider Publisher Inc., 480 Canal St., New York 13. 96 pp. Paper bound. $1.65.

ONE of a series of 11 manuals covering 49 makes of home and portable radios, Volume 6 presents factory-prepared service information on Motorola, Olympic and Packard Bell models. Illustrated.

TV MANUFACTURERS' RECEIVER TROUBLE CURES, edited by Milton S. Snitzer. John F. Rider Publisher Inc., 480 Canal St., New York 13. 120 pp. $1.80.

ANSWERS to tv receiver troubles of 12 manufacturers are presented in this technical volume written for the serviceman. The manufacturers present cures to troubles that seem peculiar to their own sets. Admittedly there are certain "bugs" in each model receiver that is not corrected on the assembly line. This volume intends to give answers to those "bugs." New ideas on circuitry that will aid in improving reception of sets already on the market is given.

COLORCASTING

Advance Schedule Of Network Color Shows

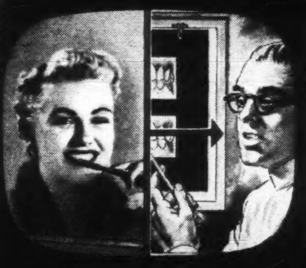
CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

May 24-June 2: *Bride & Groom*, 12 noon-12:15 p.m. EDT (Andrew Jergens through Robert W. Orr & Assoc.)

[Note: This schedule will be corrected to press time of each issue of B•T]



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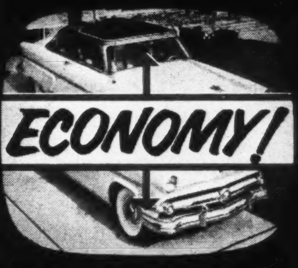

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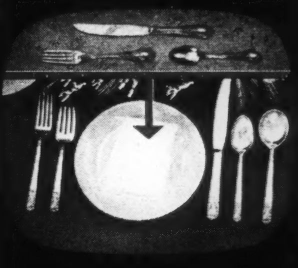

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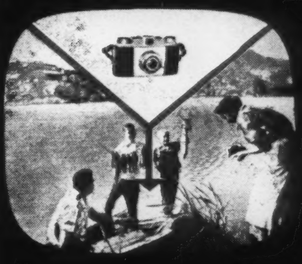

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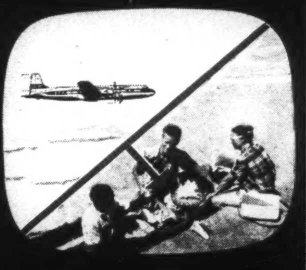

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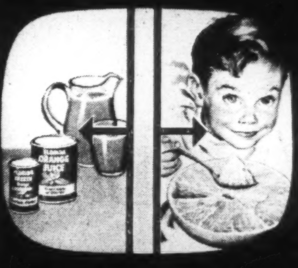

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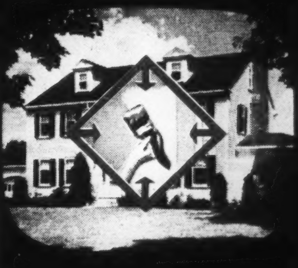

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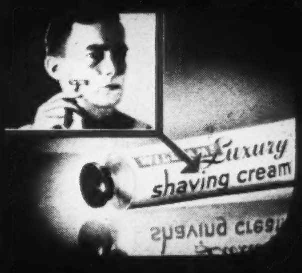

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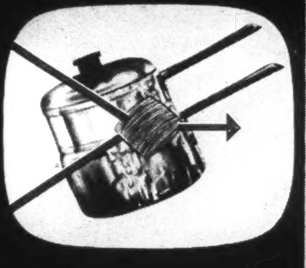

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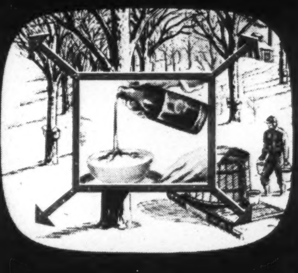

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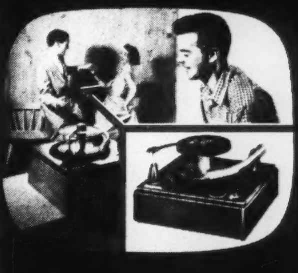

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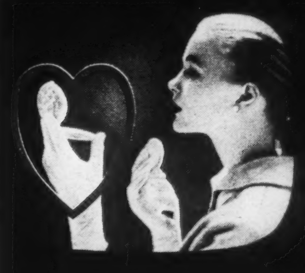

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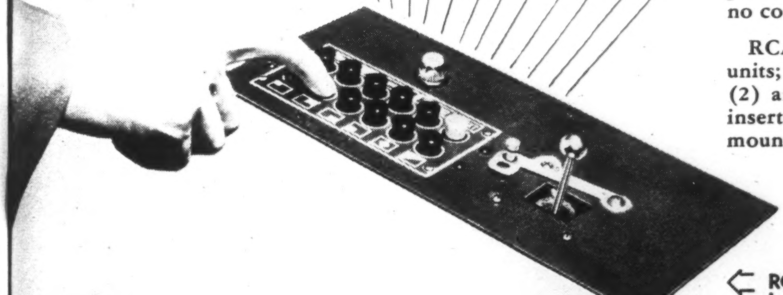
12 ways *to present your "commercial"*

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



⇦ **RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.**

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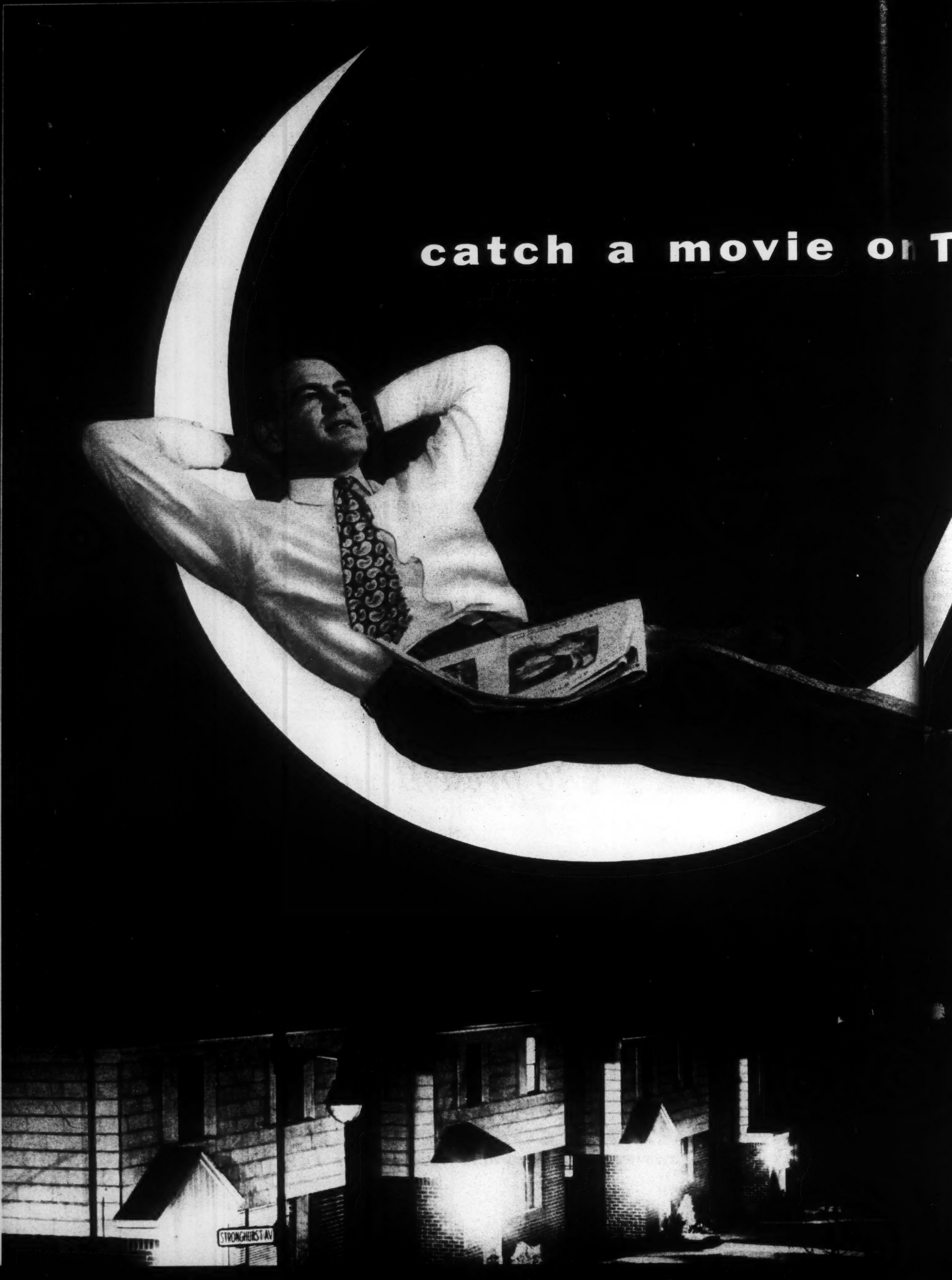
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STRONGHURST AV

n TV and you sell a market!

Did you realize that late evening movies on TV are viewed regularly in as many as 67% of all TV homes in a market? That in the daytime, feature film will capture and entertain as high as 52%?

In any one of these rich markets, that's a lot of people—and a lot of buying power.

You can buy participations, one minute, 15 minutes or more in these programs at low cost. Through them, your message gets maximum market penetration and commercial value.

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KARK-TV	**Little Rock**
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KOTV	**Tulsa**
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Channel 28
Baton Rouge, La.
TOM E. GIBBENS
Vice President & General Manager,
Represented nationally by
ADAM J. YOUNG, Jr.

our respects

to JOHN FORD MEAGHER

AFTER NARTB's board decided last winter that radio members of the association should have their own vice president, matching the tv vice presidency, one name kept recurring to President Hal Fellows as he scanned the nation's radio executive ranks.

The name, as the membership now knows, was that of John Ford Meagher, general manager of KYSM-AM-FM Mankato, Minn. Few persons could bring to this important new job more enthusiasm, conviction and preparation.

For more than a decade Mr. Meagher had been taking an active part in state and national association affairs, aided by thorough groundwork in small-station management and a quiet, genial personality that thousands of broadcasters have come to know and respect.

The Meagher radio career started in 1938 when the young man was in his seventh year as a cement salesman for a manufacturing firm owned by an uncle. He was in Kansas City when word came that some old friends, who had been successful in their respective fields, were embarking on the mad venture of building a 100-watt radio station in his native town. KYSM took the air with John F. Meagher as sales manager.

At KYSM he quickly learned several important lessons. First, he found that there is no such thing as an unimportant radio station in the mind of an individual who tunes to it.

Next he discovered that the small station is important to the industry as a whole, observing that most broadcasters have developed in this atmosphere the skills and techniques that have carried America's broadcast service to world leadership.

The little station in Minnesota found it had a lot to learn about the business, Mr. Meagher recalls. It found an answer in the old NAB, predecessor to NARTB. The membership was so valuable, he continues, that he has never been able to fathom why every station operator doesn't recognize not only the technical assistance provided by a strong trade association but more importantly the need of unity in an industry built on non-permanent government franchises and competing with strong advertising media, besides being constantly exposed to public and private attacks from all angles.

Back in the mid-40's his leadership qualities were recognized at NAB headquarters and he was named to the former Small Market Stations Committee. That was followed shortly by his election to the board as District 11 director, a post he filled for the maximum two consecutive terms and which he again occupies until becoming NARTB radio vice president June 15.

As a member of the Standards of Practice Committee and the board finance committee—he has been chairman of both at various times—he has learned the details of NARTB operations from both inside and outside viewpoints. Recently he led the standards committee in revising that document and just last week reported to the Chicago convention.

The familiar Meagher grin, a puckish sort of thing that catches on quickly, will help him in his new work. He is a patient listener, in meetings and in smaller groups, often heading off a thick scene with a quiet quip that brings the problem down to honest values.

Convinced of the advantages of national organization, Mr. Meagher aided in forming the South Dakota state group in 1948 and one year later helped form the Minnesota association, becoming its first president and serving another term in 1952.

As a highly mobile vice president, Mr. Meagher plans to keep in close touch with the 40-odd state associations. He feels these groups can offer strong support to NARTB's effort to maintain America's pre-eminence in broadcasting. Too, he will bring the headquarters message to every state and reach as many communities as fast transportation will permit. Fm gets a break in this new association function, since KYSM-FM was one of the first 20 to get a postwar grant and has been putting out a 47 kw signal 18½ hours a day.

Mr. Meagher is anxious to get started at his new job. He exudes eagerness to join President Fellows, whom he considers a top-flight businessman and organizer.

"Johnny" Meagher—that's the only way he's known in the industry—was born in Mankato Jan. 15, 1910. Following a half-century family tradition he went to Notre Dame, specializing in English literature and "low-grade football." In high school he had attained fame as a winner in the National Forensic League.

He married the former Eleanor Ackerman, who appears to be facing quiet weeks as an airline-railway widow. Their two children are away much of the time since Anne, 20, is employed at KSTP St. Paul and John E., 19, is a student at—of course—Notre Dame.

The list of Mr. Meagher's industry activities is as long as his list of Mankato civic roles. He has been on the BAB board; has been a member of BMI flying squadrons, taking part in clinics; has taken part in news clinics at U. of Minnesota and Northwestern Radio Institute.

His official connections in Mankato: past president of the Rotary; past exalted ruler and present trustee of the Elks; director of the National Citizens Bank; director of the Salvation Army; vice-chairman of Mankato Charter Committee, and vice president of the Blue Earth Country Safety Council.

He has outgrown or become too old for most of his favorite hobbies, but maintains a participating interest in gin rummy and alumnus zeal for Notre Dame football.

...and give this girl a big hand!

Scandia Sales, Jan. 1954, Up 68% over Jan. 1953

Hazel Markel, a long-time star on WWDC, rings the bell again. Last year we were proud that Scandia Cosmetics did more than $5,000 worth of business in the one month of January, using only the "Hazel Markel Show" with only one outlet—Julius Garfinckel & Company.

This year, using Hazel again, Scandia sales hit $8,448—a 68% increase.

Says Jackson Lee O'Leary, President of Scandia Cosmetic Corporation:

> "Our account has been continuously supported by Hazel Markel . . . our sales have grown month by month and far beyond any volume either we or Julius Garfinckel & Company could have hoped for. Whoever says there is a general let down in business evidently has not had the benefit of the sales force of Radio Station WWDC."

WWDC can help your sales in the Washington market, too. Let your John Blair man give you the whole story.

In Washington, D.C. it's WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

GUESS ...how many TV homes in the nation's 9th biggest TV market and WIN A PRIZE

(See rules below)

1,083,900 TV HOMES!

KEY TO THE

PITTSBURGH

33 Miles from Tower

NOW! FULL POWER

(230,500 Watts)

from our

881 ft. Mountain-Top Tower

(2,041 ft. above sea level)

You pay for only 399,400 television homes—but you get 1,083,900 when you buy WSTV-TV!* That makes a bonus of 684,500 homes—pure gravy that *costs you nothing.*

How can this be? WSTV-TV offers you rates based only on the prosperous Steubenville-Wheeling market. But WSTV-TV beams a clear, primary signal right into *Pittsburgh*—giving you the 9th largest market on a silver platter! PLUS Canton, Youngstown, and many other industrial cities, too.

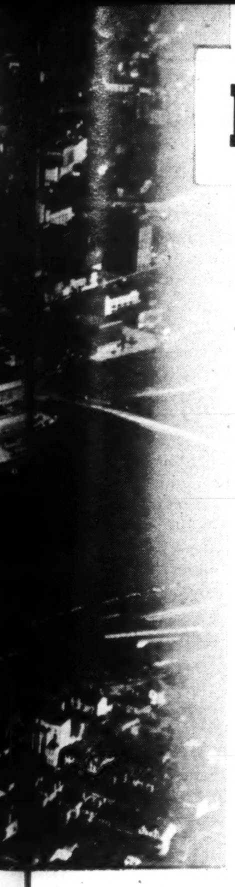
WSTV-TV's coverage of 1,083,900 TV homes is-

BIGGER than Cleveland — 1,022,140 sets

BIGGER than San Francisco — 879,303 sets

Ask your Avery-Knodel man for full information—and help yourself to the *biggest bonus* in TV!

WSTV-TV STEUBENVILLE-WHEELING —ANOTHER **AVERY - KNODEL**



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WHEELING

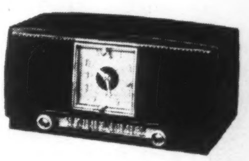
BIGGEST BONUS MARKET IN TV

CANTON
48 Miles from Tower

YOUNGSTOWN
50 Miles from Tower

FIRST PRIZE!
Crosley "Super V" TV Set

TWELVE ADDITIONAL PRIZES
Beautiful G.E. Clock Radios



You can win one of these big prizes FREE (and easy!!!)

Here's all you do. Look at the picture. Here are some clues. It's an aerial view of one of the nation's biggest steel producing areas. (According to a leading television magazine's Annual Data Book for 1954 it was the ninth largest TV area in the country.) Just guess how many TV homes it covers and fill out the coupon on this page. Contest closes July 10, 1954. Nearest correct answers will be judged the winners. **IN CASE OF TIES, EARLIEST POSTMARK DECIDES THE WINNERS.**

Contest Dept. – STATION WSTV-TV Steubenville, Ohio

My guess is that there are__________TV homes in the nation's 9th biggest TV market—every home a *bonus* for sponsors on WSTV-TV!

NAME ____________________

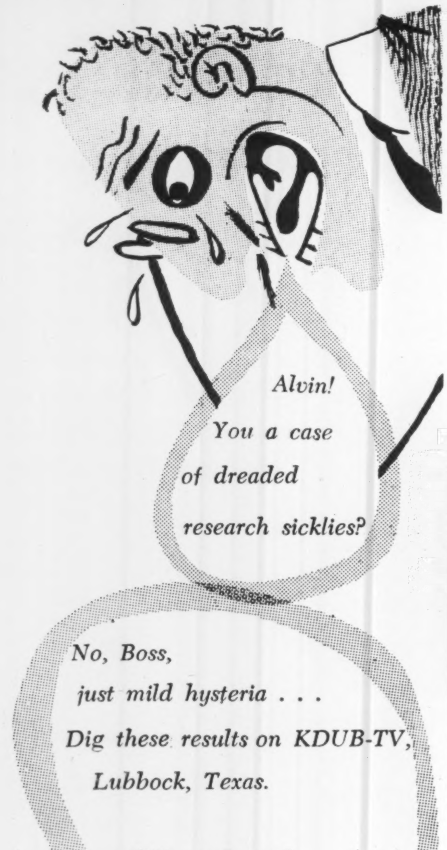
TITLE ____________________

COMPANY ____________________

ADDRESS ____________________

CITY ________ ZONE ____ STATE ____

REPRESENTED STATION



KDUB-TV AT LUBBOCK, TEXAS OFFERS MORE AND WEALTHIER VIEWERS PER DOLLAR THAN ANY OTHER TEXAS TV!

AFFILIATED: CBS & DUMONT TV NETWORKS
REPRESENTED BY AVERY-KNODEL, INC.
W. D. ROGERS, PRES. & GEN. MGR.
GEORGE COLLIE, NAT'L. SALES MGR.

OPEN MIKE

Something to Crow About

EDITOR:

As early as April 1937, *Life* magazine saw fit to feature the rooster as its first bird cover.

WJAR-TV has been using the Rhode Island red rooster as its identification symbol since its increase in power to 225 kw on May 3, 1953. WJAR-TV's rooster has become synonymous with channel 10 . . .

Thus, we feel that we have capitalized upon the sight of a familiar bird and adapted the most widely known part of the species for WJAR-TV promotional purposes.

Jay Hoffer
Promotion Manager
WJAR-TV Providence, R. I.

WHITE LEGHORN ROOSTER
LIFE
APRIL 26, 1937
10 CENTS

Life's first cover bird

Still Has Stock Interest

EDITOR:

. . . In a number of recent issues of B•T where the ownership of Maricopa Broadcasters is listed my name has been omitted . . .

. . . I have been besieged with inquiries as to whether I have sold my stock or interest, which of course, I haven't. I am still a 5% owner, and secretary-treasurer of the corporation . . .

Charles H. Garland
General Manager
KOOL-TV Phoenix, Ariz.

The 300th to Be Interconnected

EDITOR:

I note (in May 17 B•T) that you have WNKY-TV listed as a non-interconnected tv station. This is not the case.

AT&T furnished initial tv service to us Saturday, May 15, through use of co-ax cable from New York to the telephone company office here in Kingston, and especially built 175-foot tower for micro-wave link from the telephone company to our transmitter site.

We have just learned that we are the 300th interconnected station. The telephone company is giving us a big spread because of this, on the press association wires and in our local papers. I believe that CBS will also bill-board the fact on some of its shows.

Bob Sabin
Mgr. of Tv Operations
WKNY-TV Kingston, N. Y.

[EDITOR'S NOTE: Mr. Sabin's letter evidently passed the May 24 issue B•T in the mails. In that issue AT&T reported WKNY-TV's interconnection as the 300th station.]

A Vhf Supporter Speaks

EDITOR:

In the hills and mountains of Pennsylvania vhf provides excellent coverage. Uhf does not and cannot fill the valleys.

Talk of putting all tv on uhf means half of Pennsylvania's sets will not have good tv.

Can't the technical men at the FCC straighten them out?

Prof. Raymond M. Bell
Washington and Jefferson College
Washington, Pa.

Cover-to-Cover Reading

EDITOR:

. . . May I take this opportunity to express my keen appreciation for your magazine. Especially thoughtful and thought-provoking are your weekly editorials. BROADCASTING • TELECASTING is read from cover to cover each week by practically every member of our staff.

Arthur L. Higbee
Manager
KSUB Cedar City, Utah

His Joke Wore Out

EDITOR:

In a recent issue . . . there was a cartoon about radio, and free publicity. It shows an editor shouting at another man, "free publicity, what do you think I'm running, a radio station."

I've almost worn my copy out carrying it around and would appreciate it if you would send me two reprints of the cartoon which you state are available on request . . .

F. H. Ford Sr.
KENT Shreveport, La.

[EDITOR'S NOTE: Coming up!]

Beauty and Brains

THE business abilities of broadcaster Helen Maria Alvarez, 38.89% owner in KFMB-AM-TV San Diego and stockholder in an application for ch. 10 at Corpus Christi, Tex., as well as half-owner of KOTV (TV) Tulsa before its sale last month [B•T, April 14], are described in the May 15 issue of the newsletter, *J. K. Lasser Reports on Taxes*, as follows:

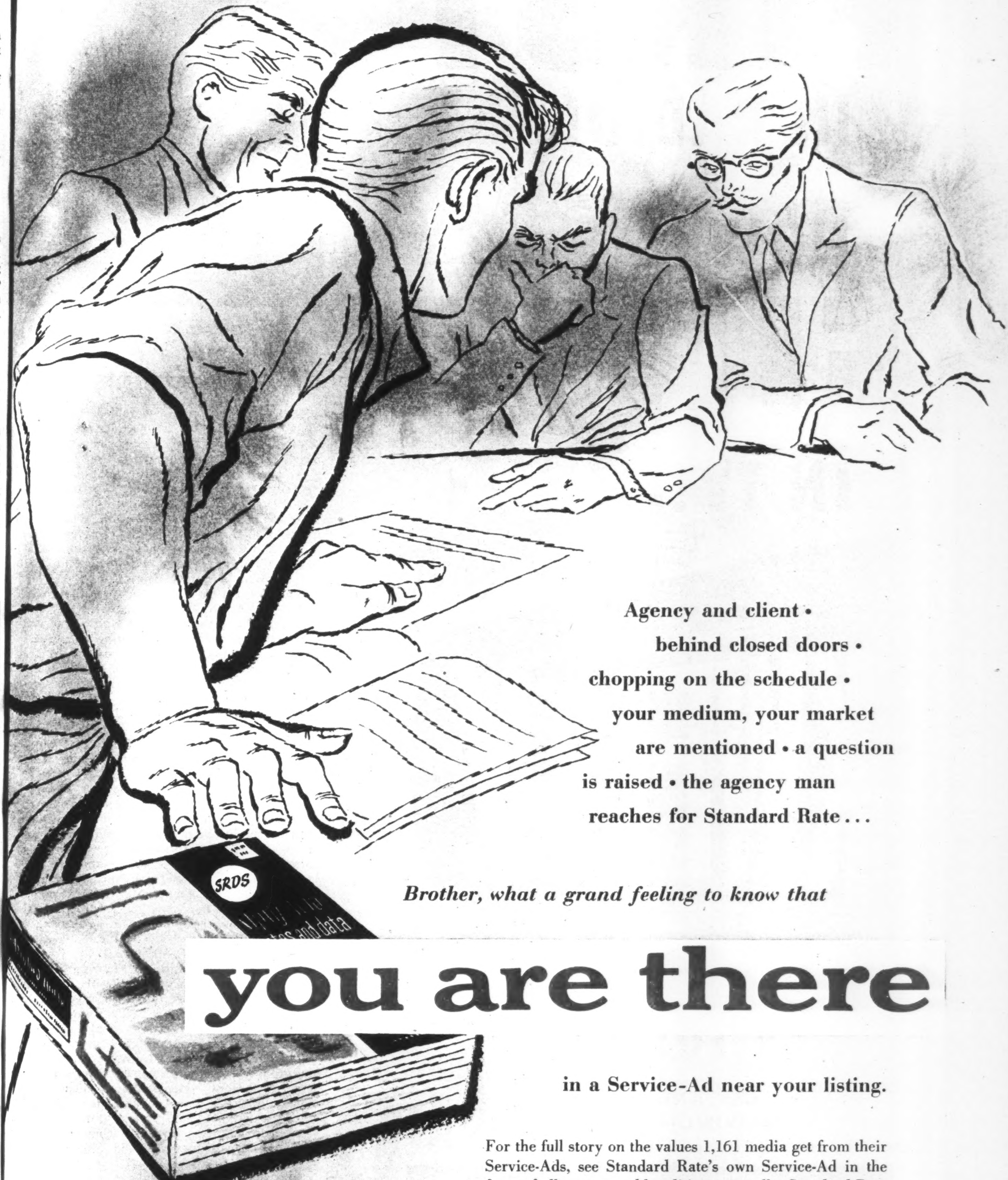
BRAINY, BEAUTIFUL, AND RICH—That's Maria Alvarez, a self-made millionairess, who recently sold her half interest in KOTV, a Tulsa tv station, to Jock Whitney.

A tax-favored route brought wealth to the 31-year old beauty. She was successful from the time she got into radio, through the University of Tulsa, back in 1942. But there was a catch. Her radio income was so high that it was heavily taxed.

The then low pay tv offered a shot at capital gain. She invested her brains and $1,500 in a tv operation. Her station went on the air in October, 1949, three months later, was operating in the black. By 1954, the only woman tv general manager had lifted monthly gross income to $200,000.

Result: $1,500 converted to $1,500,000 after taxes—her net on the $2-million paid for her stock after capital gains. That's a $350,000 a year after-tax return. To net the same from radio work, she would have had to average close to $3-million a year in pay.

Reprinted by permission of *J. K. Lasser Reports on Taxes*, May 15, 1954, issue, published by Business Reports Inc., Roslyn, L. I.



Agency and client •
behind closed doors •
chopping on the schedule •
your medium, your market
are mentioned • a question
is raised • the agency man
reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

FIRST IN RADIO!

NOW FIRST IN TV!

KWFT-TV CHANNEL 6

in Wichita Falls ☆Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

GERALD A. HOECK

on all accounts

UNLIKELY as its seems, Gerald A. Hoeck, at 33 a partner in the Wallace Mackay Co., Seattle advertising firm, got his first taste for television on Iwo Jima in World War II.

As intelligence officer with the Fourth Marine Division, Jerry Hoeck had seen combat on Kwajalen, Saipan, Tinian and Iwo. As the war drew to a close, he worked with Will Price, formerly a Hollywood director and more recently in tv, on the production of an official Marine Corps film dealing with the capture and interrogation of prisoners.

Follow-up on the film—which was shot in actual combat on the Pacific island—led to Washington, D. C., New York and Hollywood, and to a growing taste for presenting sales ideas visually. It's not surprising that one of the Mackay agency's most notable achievements has been the remarkable television success story of its client, Bardahl Mfg. Corp. [B•T, Jan. 18].

Born in Seattle Feb. 28, 1921, Jerry Hoeck was educated at the U. of Washington there, graduating in 1942 from the School of Journalism. After a year at the Navy Japanese Language School in Boulder, Colo. (where he married Rosemary Elliott), he was commissioned a second lieutenant in the Marine Corps. Discharged in October 1945, as a first lieutenant—he is now a captain in the Marine Corps Reserve—Mr. Hoeck returned to Seattle, where he formed a public relations partnership with Wallace J. Mackay, formerly public information officer of the same Fourth Marine Division.

A few months later they joined Mr. Mackay's father in what was then known as the W. V. Mackay Co., 20-year-old Seattle ad agency. Effective Jan. 1, 1947, Mr. Hoeck, the younger Mr. Mackay and Marlowe Hartung became junior partners in the agency, with the elder Mr. Mackay as senior partner. Five years later to the day, the elder Mr. Mackay retired, and the three young men became equal partners.

Bardahl, the agency's biggest account, still puts some 70% of its advertising budget into the broadcast media, principally television, but it is not the only video-conscious client in the house. Buchan's Bread, Seattle, used tv (and radio) extensively last Spring to introduce a new trade character, Bonnie Buchan. Another heavy broadcast user is Gold Shield Coffee (Lang & Co., Seattle).

Mr. and Mrs. Hoeck have two children, Heidi, 8, and Kimberly, 5. They live on Puget Sound. Jerry's hobbies are typical of the Pacific Northwest: salt-water fishing and golf.

It's No Draw...in Omaha

There's only *one* TV station that *effectively* covers both the infield and outfield in the Omaha area, and that's KMTV.

Take a look at this batting average of KMTV's homemaker, Bettie Tolson: On her weekday "Your TV Home" program, Bettie staged a 4-week contest for recipes. A gas range was first prize. She mentioned the contest only thirteen times during the four week period.

Results? Judges were swamped with 5,500 entries. And, even more important to advertisers, entries came from *405 towns* and *cities* in *five states*—Nebraska, Iowa, Kansas, Missouri, and South Dakota.*

Results like these aren't surprising when you consider KMTV's maximum power of 100,000 watts, low channel 3, and the flat terrain of the Missouri Valley area. Three successive fringe area surveys further point to KMTV's coverage superiority. Let KMTV go to work for you. Contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

**City names and number of entries from each provided upon request.*

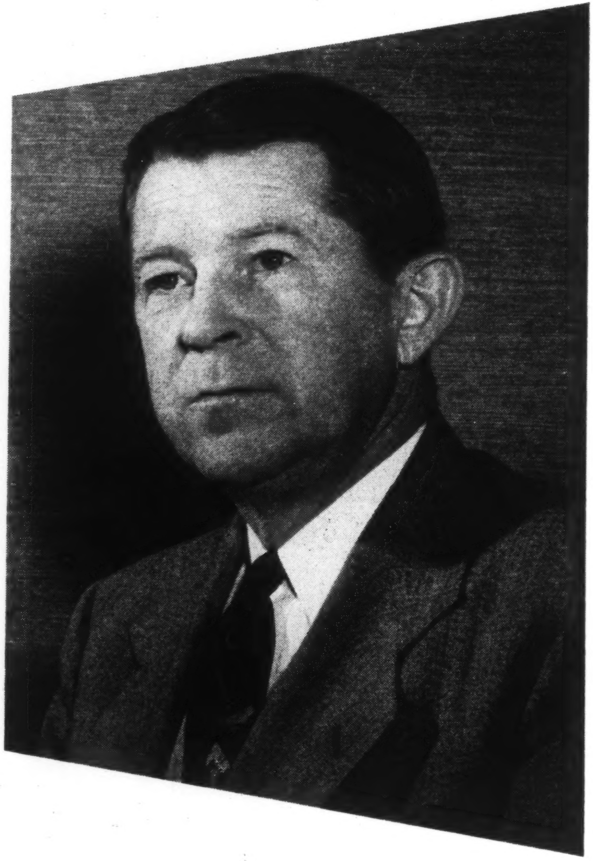
TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

Represented by
Edward Petry & Co., Inc.

Another Reason Why WPTF is North Carolina's Number One Salesman



Chief Engineer . . . . . Henry (Skipper) Hulick

Henry Hulick, Jr. is skipper of the 18 man crew which we believe is the finest radio engineering staff in Dixie. He has been with WPTF for 26 years. His staff has a total combined radio experience of more than 350 years! Their experience, plus unexcelled equipment, makes your sales message sound as if you have presenting it personally over the back fence to the more than two and one-half million WPTF listeners. As Chief Engineer, Skipper Hulick sees to it that your messages receive the hi-fi treatment that gives WPTF AM broadcasting the quality characteristics of WPTF FM broadcasting. Skipper and his boys are the home run hitters on the team that make WPTF the South's Number One Salesman in the South's Number One State.

- **North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.**

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

May 31, 1954 Vol. 46,, No. 22

CBS RADIO WHITTLES RATES, TVAB LAUNCHED IN CHICAGO

NARTB's 32d annual convention also witnesses industry activity as vhf telecasters band to present their side in uhf hearings in Washington next Wednesday. Name of new FCC chairman was much-asked question throughout week. Paley keynotes the 1954 sessions.

IN ONE SENSE the Chicago convention of NARTB last week was a repetition of the Chicago convention three years ago; CBS Radio announced a plan to reduce nighttime price.

In another sense the two conventions were wholly unalike.

Last week the CBS Radio announcement, while received with serious interest by convention delegates, was by no means the emotional bomb of the somewhat similar CBS Radio announcement before the convention of 1951. In that year, news of the first major radio network rate reduction provoked a sense of crisis, stimulated a mass meeting of affiliates of all networks and became so great an issue that scheduled events at the convention were ignored.

But last week, as the keynote speaker, William S. Paley, said, "In our turbulent industry today (there is) no lack of problems." In addition to network rates (CBS) and network spot sales plans (MBS and NBC), the convention and associated meetings had plenty to talk about. Some of the hottest topics: the future of uhf television, the formation of Television Advertising Bureau, the uncertainty over appointment of an FCC chairman.

The radio network rate issue arose Monday when it became apparent, after a meeting of CBS Radio affiliates and key executives of the network, that agreement had been reached to reduce nighttime charges. (For full details, see story page 30.

Night and Day

Essence of the new plan is that nighttime charges will be reduced to the level of morning CBS Radio rates by the device of discounts to advertisers, that the network will set up two evening station breaks of 70 seconds each in which stations can sell minute spots, that CBS Radio will not embark on the counterpart of NBC Radio's plan to sell spots on the network.

NBC Radio affiliates at the convention understandably were concerned over the effects of CBS action. The NBC Radio Affiliates Committee sought and obtained a meeting with Sylvester L. Weaver Jr., president of NBC, and Robert W. Sarnoff, executive vice president, scheduled in New York this Wednesday at which NBC's plans will be discussed. There was little doubt among affiliates that NBC Radio would have to make some move to become competitive with CBS.

Meanwhile, Mutual affiliates met Monday in Chicago to hear network plans for expansion of Mutual's "multi-message" sales technique. Although the affiliates took no vote on the proposal, network officials said they were confident of its acceptance by stations. (see Mutual story, page 32.

What MBS wants to do, effective Oct. 1, is to sell spots within a 30-minute morning program and a 30-minute afternoon show. The first spot in each segment would be carried by the affiliate without compensation; on other spots affiliates would be paid.

Sharp disagreement with network rate policies was entered in the NARTB record by Alfred Stanford, publisher of *Boats*, former chief of the Bureau of Advertising of the American Newspaper Publishers Assn., former top executive of Benton & Bowles.

NARTB KEYNOTE Award for 1954 is presented to William S. Paley (l), CBS board chairman, by Harold E. Fellows, NARTB president, at the convention's opening. Mr. Paley delivered the keynote address.

In a speech to the convention Wednesday Mr. Stanford said, "I think it's wicked to fall back on cutting prices."

Radio, he said, "was, is and will be the inseparable companion of the American people." (Story, page 58.)

At a Thursday afternoon session arranged by Broadcast Advertising Bureau, broadcasters were advised by their own customers to quit acting defensively and start "blowing your own horns" about the tremendous power of radio. Some of radio's biggest clients testified to the performance of the medium. (Story, page 62.)

The future of uhf was also a subject of intense discussion and some action at Chicago last week.

B•T COVERAGE

News of NARTB convention and related events is presented, in day-by-day sequence, on consecutive pages beginning here. Late coverage appears in "At Deadline," pages 7 and 9. Picture coverage of B•T's annual golf tournament is on page 96.

At the direction of its Television Board, the NARTB last week asked to appear before the Senate Communications Subcommitee at uhf hearings to be resumed this week, and coincidentally a group of vhf telecasters, acting independently, hired special counsel and planned to seek an appearance at the hearings. (Story, page 58.)

Harold E. Fellows asked the subcommittee to allow him and A. Prose Walker, manager of the NARTB Engineering Department, to testify before other individual witnesses are called.

The independent group, including such veteran tv operators as Harold Hough, WBAP-TV Fort Worth; P. A. Sugg, WKY-TV Oklahoma City; Jack Harris, KPRC-TV Houston, and Victor A. Sholis, WHAS-TV Louisville, retained Theodore W. Pierson as Washington counsel and scheduled a Washington meeting today (May 31) to discuss strategy.

TvAB Is Launched

One of the liveliest meetings in Chicago was the organizational session of TvAB (Television Advertising Bureau). TvAB was formally launched without network (except o&o stations) or NARTB participation. By the end of the week, TvAB announced that a New York headquarters would be opened today (May 31), that executives of some 100 stations had signed membership applications (some subject to approval by ownership), and that a first-year budget of $500,000 is in sight. (Story, page 36.)

One of TvAB's first big jobs will be choosing a paid director; another is expansion of membership. TvAB is conceived as a television counterpart to radio's Broadcast Advertising Bureau; its promotional efforts will be concentrated on local and national spot.

The presence at the convention of six of the seven FCC commissioners, including Acting Chairman Rosel H. Hyde, stimulated interest at Chicago in the question of the permanent appointment of an FCC chairman.

In the early part of the week, it was authoritatively reported that FCC Comr. John C. Doerfer was virtually set to be the chairman. The report gained such currency that some informed delegates privately congratulated him.

By Thursday, however, White House and Republican Party sources were quoted as saying that neither Mr. Doerfer nor Mr. Hyde was

OPENING luncheon of NARTB's Chicago convention featured the annual membership report of President Harold E. Fellows, with board members seated among head table guests.

Top photo (l to r): Walter E. Wagstaff, KIDO Boise, Idaho; William C. Grove, KFBC Cheyenne, Wyo.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; H Quenton Cox, KGW Portland, Ore.; W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex.; George Jennings, radio-tv director, Chicago Board of Education.

Second from top: Ted Bergmann, DuMont; Clair R. McCollough, Steinmann Stations; Sylvester J. Weaver, NBC; Robert E. Kintner, ABC; President Fellows; Kenyon Brown, KWFT Wichita Falls, Tex.

Third from top: William S. Paley, CBS; Carl Haverlin, BMI; Thomas F. O'Neil, MBS; Harold Essex, WSJS Winston-Salem, N. C.; Frank Stanton, CBS; Paul W. Morency, WTIC Hartford.

Bottom: J. L. Van Volkenburg, CBS-TV; Martin Campbell, WFAA Dallas; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Robert B. McConnell, WISH Indianapolis; J. Frank Jarman, WDNC Durham, N. C.; Lester L. Gould, WJNC Jacksonville, N. C.

scheduled for the appointment. At week's end the situation was up in the air. (For complete report, see page 77.)

Mr. Hyde was the principal speaker at the convention luncheon Wednesday. (Story, page 50.) He predicted that no more than 325 U. S. communities would have their own tv service, unless the demand for facilities rises above present levels.

Radio, he said, "is and will remain the basic communications medium of the United States."

Hyde Cites Radio Growth

In an address which also summarized the work of the FCC in the year of his chairmanship, Mr. Hyde pointed out that aural broadcasting had experienced steady growth which "may have been obscured" by the interest devoted to the newer medium of television.

NARTB President Fellows, in an annual report to the membership, urged broadcasters to quit shooting at each other. (Story, page 44.)

"We are still prone, as radio and television broadcasters, to fight each other for business" he said, "which is perfectly all right, if we remember that there are other forms of competition."

Mr. Fellows described what he regarded as the principles of the American System of broadcasting.

As winner of the 1954 Keynote Award, Mr. William S. Paley, chairman of the board of CBS, admonished broadcasters to pay more attention to news and public affairs, which he called "the road to responsibility." (Story page 48.)

Management, he said, should take more interest in this field, should hire capable personnel to manage news and information programs and give such people adequate support.

The tremendous developments in radio and television technology were in inescapable evidence last week, both in the elaborate equipment exhibits and in discussions at joint management-engineering sessions and at meetings designed principally for engineers.

More than 400 radio-tv engineers were registered for the convention. (For report on engineering sessions, see page 61.)

Some $5.5 millions worth of electronic gear was on display. Color transmitting equipment drew particular attention, but black-and-white tv and radio transmitting and control exhibits were in profusion. Business at the convention was good. One exhibitor sold a 40 kw vhf transmitter right off the floor. (Story page 67.)

Six FCC commisisoners were present at an FCC roundtable Thursday morning, answering questions put by delegates. The session was featured by a plea by Comr. Frieda B. Hennock for transfer of all tv stations to the uhf band. Comr. George E. Sterling challenged this as a "direct attack" on FCC and industry engineers. (Story page 63.)

Here are other day-by-day developments at formal sessions of the convention:

Monday:

At a luncheon for executives of state broadcasters associations, Mr. Fellows announced a plan to launch a new NARTB bulletin service to provide news of state and territorial group activities. (See full story, page 31.)

At the television business session Monday afternoon seven NARTB television directors were elected, expanding the board to a total membership of 15. Highlights of tv achievement during the past year were detailed in a report submitted to the membership by Thad Brown, NARTB vice president and general counsel for television, and summarized by Robert D. Swezey, WDSU-TV New Orleans, chairman of the tv board. (Story, page 38.)

Sterling on Fm

Technical and economic factors in fm broadcasting were explored at the fm session Monday afternoon. FCC Comr. George E. Sterling predicted that multiplexing may give fm "the revitalization it needs." (Story, page 38.)

Tuesday:

Workshop sessions on television film and labor relations were held in the afternoon.

In the film session, Harold See, KRON-TV San Francisco, chairman of the NARTB Television Film Committee, said a standard film contract form should be ready for presentation to members next fall. Members of the film committee served on a panel, explaining various approaches to film use, handling and programming. (Story, page 48.)

At the labor relations workshop, a labor expert for International Harvester Co. told broadcasters to enter union negotiations well-informed and prepared to take firm stands for their rights. Other advice was presented by panel members including labor relations specialists and broadcasters. (Story, page 44.)

Wednesday:

"The Sports Question" was discussed in a general session Wednesday morning. Speakers representing professional and college sports stated fears that sports telecasts can shut off attendance if allowed to go uncontrolled. An advertising agency executive and a university executive, however, warned against erecting artificial barriers to radio-tv sportscasting. (Story on page 52.)

In an afternoon session on standards of practice, the convention was told that operation of the radio and television codes, with voluntary enforcement, has greatly reduced public criticism of radio and tv and has led to improved program and commercial practices. (Story on page 54.)

The rights of broadcasters to cover public hearings on a par with newspapers were debated at a "Freedom of Information" session Wednesday afternoon. How far radio and tv should go in demanding access to court proceedings was argued. (Story on page 54.)

At the annual radio pioneers dinner Wednesday night Arthur B. Church, KMBC-AM-TV Kansas City was introduced as president of the organization for 1954-55, succeeding Paul W. Morency, WTIC-AM-FM Hartford, Conn. Principal speaker was Syed Amjad Ali, ambassador from Pakistan. (Story on page 54.)

CONFUSION STILL REIGNS ON CHOICE TO HEAD FCC

Earlier last week, it was felt certain that Comr. Doerfer would be named Commission chairman, but one Republican source after conference at 'the highest level' maintained that neither the Wisconsin Commissioner nor Acting Chairman Hyde would be selected.

IT'S in again, out again on the FCC chairmanship.

Last week, highly authoritative reports had President Eisenhower naming John C. Doerfer "any day" to succeed Chairman Rosel H. Hyde. But before the week was out one Republican senator reported after conferences in person at "the highest level" that Mr. Doerfer would not be named, and that Mr. Hyde wouldn't be renamed either.

This sort of speculation has been going on for weeks—before the one-year tenure of Mr. Hyde ran out April 18. In Chicago, during the NARTB convention, Mr. Doerfer found himself being congratulated, although as far as it could be ascertained, he had not gotten either official or unofficial word.

The only report that seemed to remain constant was that the President wanted no holdover chairman heading agencies, and that while it is recognized that Mr. Hyde has done a good job it nevertheless was the plan to rotate.

This is not a situation peculiar to the FCC, since there are two vacancies on the Federal Reserve Board, and the chairmanship of Tennessee Valley Authority was permitted to expire without a successor being named.

Mr. Doerfer Is Non-Plussed

Mr. Doerfer, who has been a commissioner since April 15, 1953, is non-plussed, and Mr. Hyde has heard nothing officially. Whatever the outcome, he remains on the Commission since his appointment runs until June 30, 1959.

One important personage attending the NARTB convention was betting "100 to 1" that Mr. Doerfer would be named. He based this on the "absolute knowledge" that word had gone down the line from White House and Republican National Committee sources that the shift had been decided upon, not because of deepseated dissatisfaction over Mr. Hyde's stewardship, but because of policy.

The President, within the next few days, is expected to re-nominate Mr. Doerfer for a seven-year term from next June 30, when his present appointment, which was to fill the unexpired term of Robert F. Jones, expires. Mr. Doerfer's nomination is subject to Senate confirmation. The chairmanship is not, since, under the statute, the President selects the chairman from among the seven confirmed members of the FCC.

But there was the report in GOP quarters that when Mr. Doerfer's nomination is sent to the Senate, the President simultaneously will announce his appointment as Chairman.

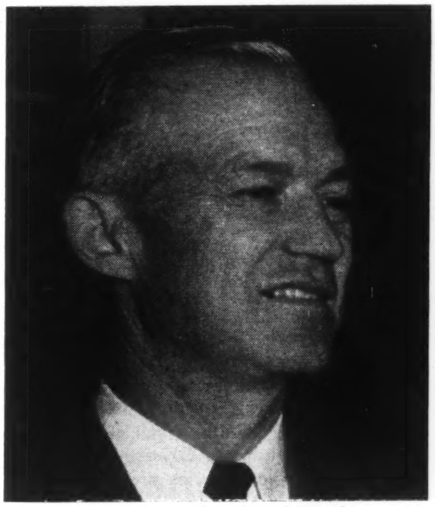
In some quarters this statement was discounted on the ground that it would be a political *faux paux*. While Mr. Doerfer is not, by his own statement, a "McCarthy man" he nevertheless would become more "controversial" if named to the chairmanship in advance of confirmation as a commissioner, purely and simply because he is a Wisconsin Republican.

The President has stated to inquirers that he is convinced that Mr. Doerfer is not a McCarthy man, and that there is no "appeasement" of Sen. McCarthy involved in either the reappointment or the chairmanship.

While there has been some speculation as to what Mr. Hyde might do if he is replaced as Chairman, the preponderant view is that he will continue to serve on the FCC until he is eligible for retirement. Now 54, Mr. Hyde will have had 30 years of government service in December. He is eligible to retire after 30 years of service with roughly half of his present $15,000 annual pay, if he remains until 62.

It is known that Mr. Hyde, an attorney and former FCC general counsel, has had proffers to enter private communications practice, but it is understood he has refused to discuss them because of his FCC status. If he should resign to practice law, he would lose a considerable portion of his retirement pay, but could draw a reduced stipend.

Mr. Hyde's one-year appointment as Chairman expired April 18. Because the President made no move, either on his reappointment or on a new appointment, the FCC members elected Mr. Hyde to continue as "acting" Chairman. This was done under a new provision of the law, incorporated in the "McFarland amendments" of 1952 to ensure the functioning of the FCC in the event the office of Chairman became vacant.



CHAIRMAN HYDE
Will He Lose It?

The administration apparently has been dissatisfied with Mr. Hyde's handling of patronage matters, largely in the filling of vacancies by Republicans and in the appointment of Republicans to certain key jobs. Mr. Hyde, on the other hand, has been blocked in making certain replacements because of Civil Service and veterans restrictions. GOP patronage dispensers have been displeased not only with the FCC but with other government agencies because of their purported lethargy in forcing out New-Fair Deal holdovers.

There has been heavy support for reappointment of Mr. Hyde from licensees and many others high in the GOP councils. But Leonard W. Hall, chairman of the Republican National Committee, and Sherman Adams, assistant to the President, have not been among his rugged protagonists. Moreover, a number of GOP members of Congress have opposed Mr. Hyde, presumably because he has not followed their bidding on various adversary matters before the Commission.

By the same token, Mr. Doerfer has not received blanket endorsement from influential members of Congress either. Broadcasters for the most part have not opposed Mr. Doerfer's reappointment for a new term, but they have not supported him for the chairmanship in any great numbers.

Robert E. Lee, newest Commissioner, has had considerable Congressional and GOP committee endorsement for the chairmanship. But he has gone down the line in supporting Mr. Hyde, contending he should be permitted to complete the numerous projects he now has under way. Moreover, Mr. Lee is represented as feeling that the chairmanship should be in the hands of one experienced in the field.

Similarly, the remaining Republican member, George E. Sterling, has supported Mr. Hyde. An engineer, he is represented as feeling that in the months ahead the chairmanship should be in the hands of a lawyer versed in the vagaries of regulation and litigation.

COMR. DOERFER
Will He Get It?

Mr. Doerfer originally had been slated for appointment to the Federal Power Commission, but is understood to have agreed to accept the FCC commissionership with a tacit understanding that he later would get the chairmanship of that agency or of the Power Commission. He likes the FCC after a year, and reportedly rejected a proffer for the Power Commission.

Mr. Doerfer, 49, came to the FCC from the chairmanship of the Wisconsin Public Service Commission, which deals with public utility common carriers. He is an expert in that field and is an accountant as well as an attorney. In his year on the FCC he has demonstrated strength and eagerness to get the job done as fast as possible. He deals abstractly with cases and principles, rather than people, and has advocated a "looseness in the joints" by the Com-

Mr. Acting Acting

WHILE fellow Commissioners participated in the NARTB convention in Chicago last week, FCC Comr. E. M. Webster stayed at home and kept the wheels turning, including the Commission's regular meeting on Wednesday. All alone and composing a "board" as "acting Chairman," Comr. Webster granted permits for five new am stations and a new fm outlet. He also authorized a half-dozen station sales, including the $210,000 purchase of WCOP Boston by the Boston *Post*. Details are in FCC ROUNDUP, starting on page 106.

mission, rather than blind adherence to rigid rules of established procedure.

Mr. Doerfer has shown impatience with key members of the FCC staff. It is expected he would effectuate a good many changes, notably in the law and Broadcast Bureau operations. His contacts at the White House are regarded as good. He, rather than Mr. Hyde, has been called on some matters that normally would be cleared through the Chairman.

Broadcasters have not gone all out in support of Mr. Doerfer, not because of his announced philosophies or views, but because he comes from the common carrier field. While he has indoctrinated himself on broadcast matters, Mr. Doerfer has had no previous experience in this sensitive field. Broadcasters have expressed concern lest he follow the practice of some of his common carrier predecessors who found it difficult to reorient their thinking along non-common carrier lines.

No Realignment

If Mr. Doerfer became chairman, there would be no realignment at the FCC level other than in the direction of the commission's activities. Mr. Hyde simply would revert to commissionership status and presumably would be elected vice chairman by his colleagues. The makeup of the FCC would remain four Republicans (Doerfer, Hyde, Sterling, Lee), two Democrats (Frieda B. Hennock, Robert T. Bartley) and one Independent (E. M. Webster).

If Mr. Doerfer moves to another agency, Mr. Hyde probably still would not have retained the chairmanship. There are at least two newcomers under consideration. George C. McConnaughey, Ohio Republican, former member of the Ohio Public Service Commission and now chairman of the Renegotiation Board, had been consulted about the post. He is endorsed by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, in which communications legislation originates, and is regarded as a GOP stalwart who knows how to get things done.

He is a personal friend of former Ohio Republican Congressman and FCC Comr. Robert F. Jones, and through his Public Service Commission work, is personally well-acquainted with Mr. Doerfer. He is almost 58 and is reportedly of independent means.

The other Republican under consideration is Lewis E. Berry Jr. of Michigan, deputy counselor of the Dept. of the Army and a friend and political associate of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee conducting the uhf hearing, now in recess until Thursday.

CBS RADIO CUTS NIGHTTIME RATES; OTHER NETWORKS EXPECTED TO FOLLOW

Action will mean an approximate 17% reduction in nighttime costs, and, in effect, gives the network a single rate. The affiliates get 70-second nighttime station breaks in return.

A NEW ROUND of network radio rate cuts was precipitated last week by CBS Radio, which won general affiliate approval of a realignment that will give the network substantially a single rate for daytime and evening [B•T, May 17].

In return, CBS Radio officials agreed to give affiliates 70-second station breaks in the evening hours, a concession which leaders of the affiliates regarded as largely offsetting the reduction in nighttime charges which they approved.

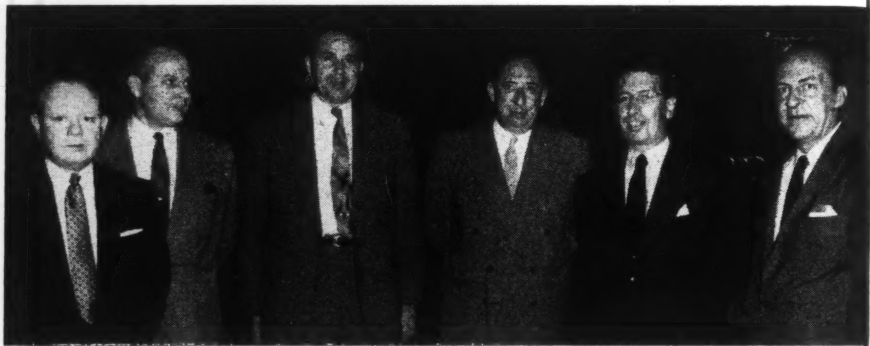
NBC officials conceded they will have to "become competitive," although the form of their next move was still undetermined. The problem will be discussed in a meeting set for Wednesday in New York between members of the NBC Radio Affiliates Committee and key officials of the network. ABC Radio and Mutual also were expected to bring their respective charges into line with those of CBS Radio.

CBS Radio's "rate" reduction will be accomplished not through changes in published rates but by increasing evening discounts. The result will be that evening time charges will be approximately the same as those for premium (morning) daytime hours. This amounts to a 15 to 20% reduction in nighttime costs—a reduction that was estimated unofficially to average out to about 17%.

The evening station-break increase to 70 seconds, as compared to the present 30, was viewed by affiliates as a substantial gain. Today's trend in spot radio buying, they noted, is toward 60-second announcements—as a result of which, in the past, with only 30 seconds available for station breaks, affiliates have lost potential spot business to independent outlets.

Affiliates anticipated little difficulty on the part of CBS Radio in persuading evening advertisers to shorten their programs by the 40 seconds necessary to provide 70-second station breaks. Since the advertisers' rates are being reduced by 15 to 20%, they felt, the advertisers should not strenuously object to a 40-second shortening of their programs.

CBS Radio also agreed not to undertake the sale of one-minute commercials such as NBC Radio has launched—another point CBS Radio affiliates regarded as strongly in their favor. The network will continue its "Power Plan,"



CBS RADIO officials as they awaited affiliates' reaction to a proposal, offered Monday, that the network's evening rates be cut back to equivalent of prime daytime rates are (l to r) J. Kelly Smith, administrative vice president; Ole Morby, West Coast manager of station relations; Edward DeGray, station relations director; William A. Schudt Jr., station relations vice president; President Adrian Murphy, and Edward Hall, sales service manager.

SOME of the leaders of the CBS Radio affiliates, all members of the Affiliates Board, are shown with Network President Adrian Murphy immediately after last Monday's meeting in Chicago. L to r: seated, John Patt, WJR Detroit; Mr. Murphy; Kenyon Brown, KWFT Wichita Falls, Affiliates Board chairman; standing, Arnold F. Schoen Jr., WPRO Providence; George D. Coleman, WGBI Scranton; John E. Fetzer, WJEF Grand Rapids - WKZO Kalamazoo; Charles H. Crutchfield, WBT Charlotte; W. H. Summerville, WWL New Orleans, and C. T. Lucy, WRVA Richmond.

in which, a la NBC's "Tandem Plan," three advertisers per program are offered participations in a series that encompasses three half-hours per week. CBS Radio may change this to five quarter-hours per week, but the agreement provides that the plan will not be extended without prior consultation with the affiliates.

The CBS Radio plan is dependent on individual negotiation; before it can become operative, affiliates representing 85% of the rate card must sign. Network authorities, however, appeared confident they would have no trouble.

Date for any such reduction in nighttime costs was uncertain. Timing, officials said, will be left to the network. But it cannot come before Aug. 25, since the network a year ago gave a 12-month commitment not to disturb network rates. Officials thought the change probably would come between Aug. 25 and the end of the year.

Concessions Made

In moving to accept the reduction in evening rates, CBS Radio affiliates won concessions not only relating to non-sale of participations by the network but also committing CBS Radio to lead a cooperative advertising campaign in which the stations and the network will both participate in the promotion of CBS radio programs next fall, and to underwrite a "qualitative" study of radio listening, both inside and outside the home.

CBS Radio officials also agreed to continue to explore the possibilities of granting affiliates' requests that daytime rates be increased. They insisted, however, that the time for such increases has not yet come.

Almost concurrently with the CBS Radio affiliates meeting, delegates to the NARTB convention were told by Alfred Stanford, publisher of *Boats,* formerly of the American Newspaper Publishers Assn.'s Bureau of Advertising, also formerly associated with Benton & Bowles, that he considered it "wicked" for radio to "fall back on cutting prices' (story page 58).

The CBS Radio affiliates meeting was held Monday morning, followed by a session of the affiliates board with network officials that afternoon and again Tuesday. Then Kenyon Brown, KWFT Wichita Falls, chairman of the affiliates board, and CBS Radio President Adrian Murphy issued the following joint statement:

"The CBS Radio Network and its affiliated stations in a meeting in Chicago today united in a concerted effort to strengthen the traditional CBS Radio Network policy of selling advertiser network facilities on a time-unit basis for their own programs rather than as spot announcements in unrelated programs. It was the unanimous conviction of the CBS Radio affiliates present at the meeting held in Chicago, May 24, as well as the CBS Radio Network, that such a policy would best assure the continued dominance of CBS programming, and at the same time allow the advertiser maximum value in identifying the product or service advertised with the program sponsored.

Resist Spot Plans

"The CBS affiliates deplored the widespread activities of some networks in accentuating the sale of other than the customary time and program units. They also commended CBS for its progressive efforts in maintaining the structure, dignity, and audience appeal of network radio and for resisting temptation to expand network competition for spot broadcasting through sale of participating announcements.

"To stimulate still greater use of nighttime hours for individually sponsored network programs, CBS will consider for the fall added inducement to advertisers buying facilities for their programs by adjusting by discounts nighttime costs to approximately those of premium daytime costs. Related to such a cost adjustment, the program time of certain network shows of 25 minutes or longer duration would be reduced slightly to permit full one-minute commercial or public service announcements by the stations.

"The CBS Radio Network and its affiliates also decided to inaugurate a jointly sponsored fall advertising campaign to promote the programs of CBS Radio and its affiliates. They will likewise institute a jointly sponsored qualitative research study of radio listening habits throughout the United States and the impact of radio listening on the sale and use of advertised products."

Meanwhile, NBC President Sylvester L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff and other NBC top officials met Wednesday morning with approximately a dozen NBC Radio affiliates who had been holdouts against the network's plan of selling one-minute announcements in certain programs. The affiliates were not asked at that time to accept the participations plan, but participants in the meeting said afterward they thought a majority would do so later.

The Affiliates

The affiliates included Paul W. Morency, WTIC Hartford; Hugh A. L. Halff and James M. Gaines, WOAI San Antonio; Martin Campbell, Alex Keese and James Moroney Jr., WFAA Dallas; P. A. (Buddy) Sugg, WKY Oklahoma City; Payson Hall and Frank Fogarty, WOW Omaha; D. L. (Tony) Provost and Leslie H. Peard Jr., WBAL Baltimore; Robert B. Hanna Jr., WGY Schenectady, and Jack Harris, KPRC Houston.

Members of the CBS Radio affiliates board on hand for the meetings included Chairman Brown; Arnold F. Schoen Jr., WPRO Providence; George D. Coleman, WGBI Scranton; C. T. Lucy, WRVA Richmond; Charles H. Crutchfield, WBT Charlotte; W. H. Summerville, WWL New Orleans; George B. Storer, Storer Broadcasting Co.; John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo, and John F. Patt, WJR Detroit. Absent were Hulbert Taft Jr., WKRC Cincinnati; Sal Haas, KIRO Seattle, and Hugh Terry, KLZ Denver.

Petry Reviews Sales Methods

EDWARD PETRY, president of Edward Petry & Co., station representatives, reviewed radio sales techniques at a meeting of radio stations represented by his firm, last Monday morning at Chicago's Palmer House.

Old-Timers' Meet

ANNUAL BMI-NARTB "Old-Timers Dinner," a tradition of industry conventions, was held Monday night during the Chicago NARTB convention. Board members and a group of veteran industry figures were guests at the dinner held at Sarah Siddon's Walk, Ambassador East Hotel.

Fellows Lauds Service Of State Associations

NARTB President Harold E. Fellows last week paid tribute to presidents of the various state and territorial broadcasters associations for contributing "outstanding service" to industry at the local level.

At the same time he announced a plan for launching a new national bulletin service designed to keep these groups apprised of activities and developments among the various organizations.

The occasion was a luncheon given for state broadcasters last Monday by NARTB during the 32nd annual convention. Mr. Fellows' announcement of the proposal was amplified by Ralph Hardy, NARTB vice president in charge of government relations. Over half of the state groups belonging to NARTB were represented.

"When it comes to a legislative hearing or a public relations meeting . . . numbers are the most important items in the presentation," Mr. Fellows said. He noted that "NARTB has championed the cause of state associations and will continue to do so." He also observed interest of the NARTB Board in cooperating with state groups and NARTB's attendance at state meetings, and asked their cooperation.

Purpose of the new bulletin *(Stateside)* to be issued at least monthly, would be to afford broadcasters an interchange of information on trends, usable news, working models of clauses in state legislation and means of working out local problems. State presidents at the luncheon expressed favor with the service, citing trends and problems in their own states.

Mr. Hardy claimed that the industry "can't get along with blinders on," referring to needs in the legislative and public relations fields. He said broadcasting's interest should be kept before the public in a "favorable light."

Mr. Hardy also cited various NARTB services available to state broadcasters groups.

HIGHLIGHTING NARTB's luncheon for presidents of state broadcasters associations last Monday was the interchange of views on NARTB's proposed new bulletin service for such groups. Seated at head of table are (l to r): John Meagher, new NARTB radio vice president; Frank Crane, managing director, Southern California Broadcasters Assn.; Ralph Hardy, NARTB vice president in charge of government relations; Calvin Smith, KFAC Los Angeles, representing California State Radio & Television Broadcasters Assn., and Lawrence H. Rogers, WSAZ-AM-TV Huntington, W. Va., president of the West Virginia Broadcasters Assn.

MUTUAL TELLS AFFILIATES OF PLANS FOR PARTICIPATIONS, MERCHANDISING

Network voices confidence its plans will be accepted after a meeting at which proposals were made to the affiliates.

PLANS for the sale of additional "participations," described as an expansion of the current "multi-message" plan, and for affiliates' organized participation in an expanded merchandising project [B•T, May 17], were put to the affiliates by MBS officials at a meeting last Monday during the NARTB Convention.

Mutual officials said afterward they were confident the plans would be accepted by the affiliates. They did not ask for a vote at the meeting.

The participations plan, which Mutual hopes to put into effect Oct. 1, permits the network to sell "spots" within a 30-minute morning program, a 30-minute afternoon program, and, in the event the so-called series "A" and "B" programming is discontinued after Dec. 31, also within a 30-minute evening program.

WAITING for the start of the Mutual affiliates' session in Chicago are (l to r): seated, Frank Koehler, WROV Roanoke, Va.; Thomas F. O'Neil, Mutual president; standing, Robert Carpenter, station relations director; J. E. Campeau, CKLW Windsor-Detroit; Earl M. (Pete) Johnson, MBS administrative vice president in charge of station relations, production and engineering, and J. Glen Taylor, administrative vice president in charge of policy for the network.

Johnson Explains

The first spot in each segment would be carried by the affiliate without compensation; on all others, compensation would be paid on a basis in keeping with the network charge. For instance, the affiliates were told by E. M. (Pete) Johnson, administrative vice president in charge of station relations, production and engineering, that if a 30-minute drama were the participations program, the stations would receive no compensation for the first participation sold by Mutual, would be paid for 10 minutes for the second, an additional 10 minutes for the third, and another 10 minutes for the fourth.

Sale of the first participation by the network, without compensation to the stations, "just about gets us off the hook" for the cost of the program, Mr. Johnson said. He also pointed out that stations would be allowed to sell locally any participations not sold by the network, subject to recapture by Mutual on 28 days' notice. Additionally, when Mutual has sold one strip, it would be permitted to launch another 30-minute participations program within the same segment of the broadcast day.

The merchandising plan, which probably would go into effect between Oct. 1 and Jan. 1, was described by Robert A. Schmid, administrative vice president in charge of research, advertising, promotion and publicity, as a means of harnessing one of the network's "greatest" assets—its size, with 572 stations coast to coast and with 325 of these located in one-station markets.

Mutual affiliates, under this plan, would make from 10 (in the case of smaller stations) to 50 (for largest outlets) calls per month on retailers and local representatives of national advertisers, seeking special in-store displays for the advertisers. Mutual also would provide the tools for additional promotion—decals stressing the Mutual "plus value" theme, recorded announcements (with provision for local cut-ins for advertisers), a general merchandising kit, etc.

The merchandising project was pre-tested on several stations, including WBRK Pittsfield, Mass., and WROW Albany, N. Y., with "enthusiastic" response from both agencies and advertisers, network officials said.

Diehm Cites Necessity

Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Board, expressed the view that, from a competitive standpoint, it was necessary that Mutual be allowed to expand its sale of participations, and also that "some sort of merchandising plan is necessary."

He voiced his personal opinion that with its participations and merchandising proposals Mutual "has come out with a plan that will not only help Mutual get additional business but will also help Mutual affiliates to get business."

Thomas F. O'Neil, Mutual president, laid to rest reports that General Tire & Rubber Co., controlling owner, was disposed to get rid of the network. He told the affiliates that so long as General Tire's owned stations, its Don Lee and Yankee regional networks, and the Mutual organization all together continue to record profitable overall radio-tv report, General Ti has no intention of disposing of Mutual.

Program plans were outlined by Herbert Rice, programs vice president, who noted that MBS morning programming already is strong and is being made stronger; that the children's block will be strengthened, and that the strong Sunday mystery block, while curtailed for baseball coverage during the summer, will be resumed in strength in the fall. He pointed out that Mutual had optioned the *Sherlock Holmes* series, with John Gielgud and Ralph Richardson, for fall presentation.

J. Glen Taylor, administrative vice president in charge of policy, laid the groundwork for the detailed presentations on the participations and merchandising plans.

'Positive, Collective Thinking'

He said "positive, collective thinking" had led to sales enabling Mutual to keep its programming wholly intact for the summer without the $300,000 to $400,000 program costs that Mutual itself would have had to lay out otherwise. He cited the Florida Citrus Commission's purchase of five 25-minute periods a week for 52 weeks, Pan American Coffee Bureau's signing for five participations a week in the "multi-message" plan, and Bridgeport Brass Co.'s summer campaign using one participation a week for 13 weeks.

Mr. Taylor also noted that Mutual's 20th anniversary occurs in October, and said the network will exploit the occasion fully in its sales and programming operations.

He reported that Mutual's gross sales for the first quarter of 1954 were 5.1% ahead of those for the same period last year, and that "our summer stock looks better, and is better, than ever before."

Mr. Taylor listed Mutual's advantages as including "daytime coverage that is second to none," the fact that "radio is our only business," a marked increase in Mutual's audiences, the promotion-mindedness of MBS affiliates, the flexibility of the network, and advertisers' sponsorship record showing that "we're not hiatus network."

Affiliate acceptance of the network's participations plan, Mr. Taylor said, would make Mutual competitive with other networks from a sales standpoint, stabilize programming, make it easy for advertisers to buy Mutual time, and enable Mutual to deliver to advertisers "what we say we can."

CORRIDOR conversation engrosses (l to r) E. J. McKellar, KVOX Moorhead, Minn.; John Fulton, WQXI Atlanta, and Robert A. Schmid, Mutual administrative vice president in charge of research, advertising, promotion and publicity, at the opening of the MBS affiliates' meeting.

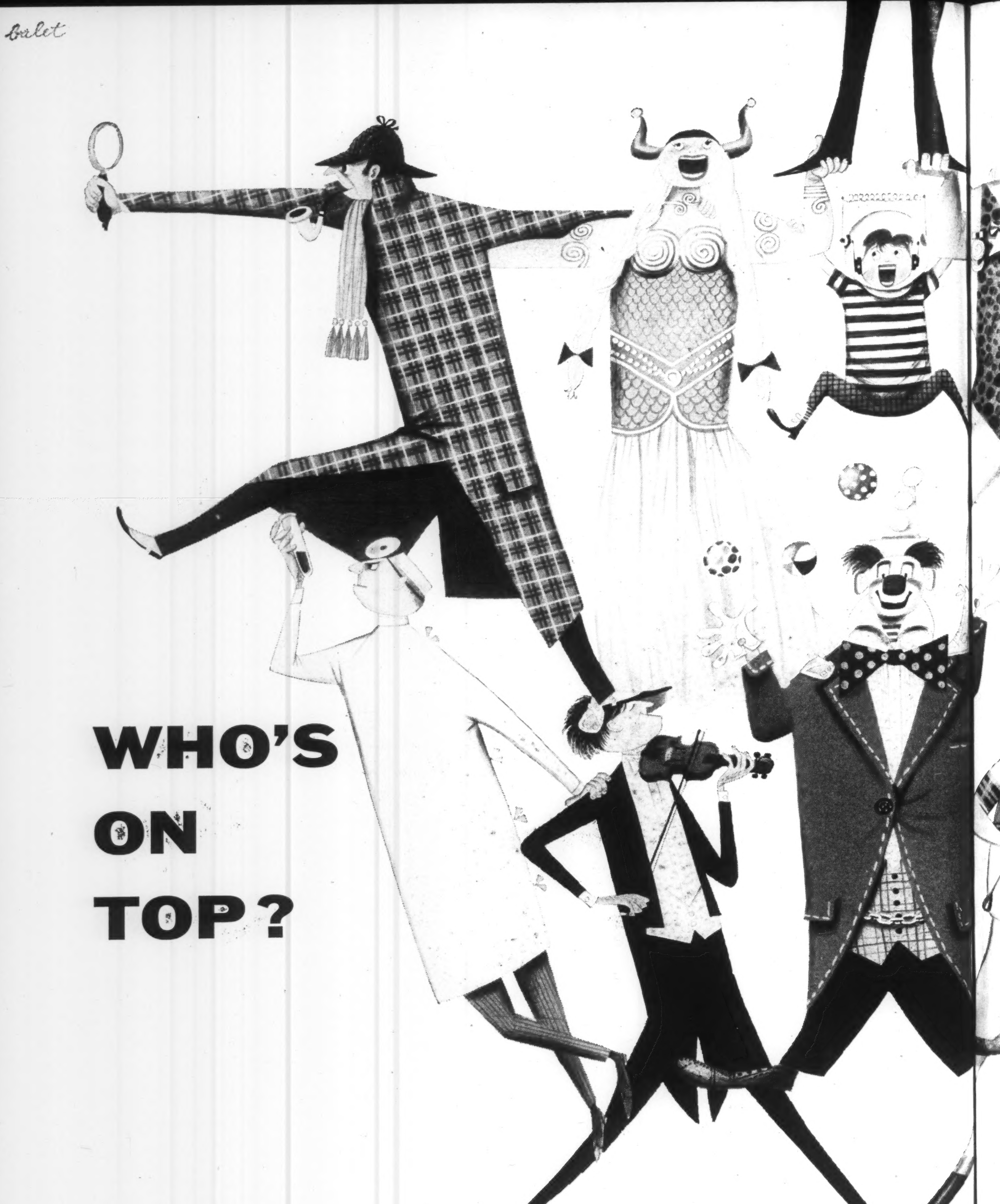
The fabulous
Central Florida Citrus Belt
is covered by . . .

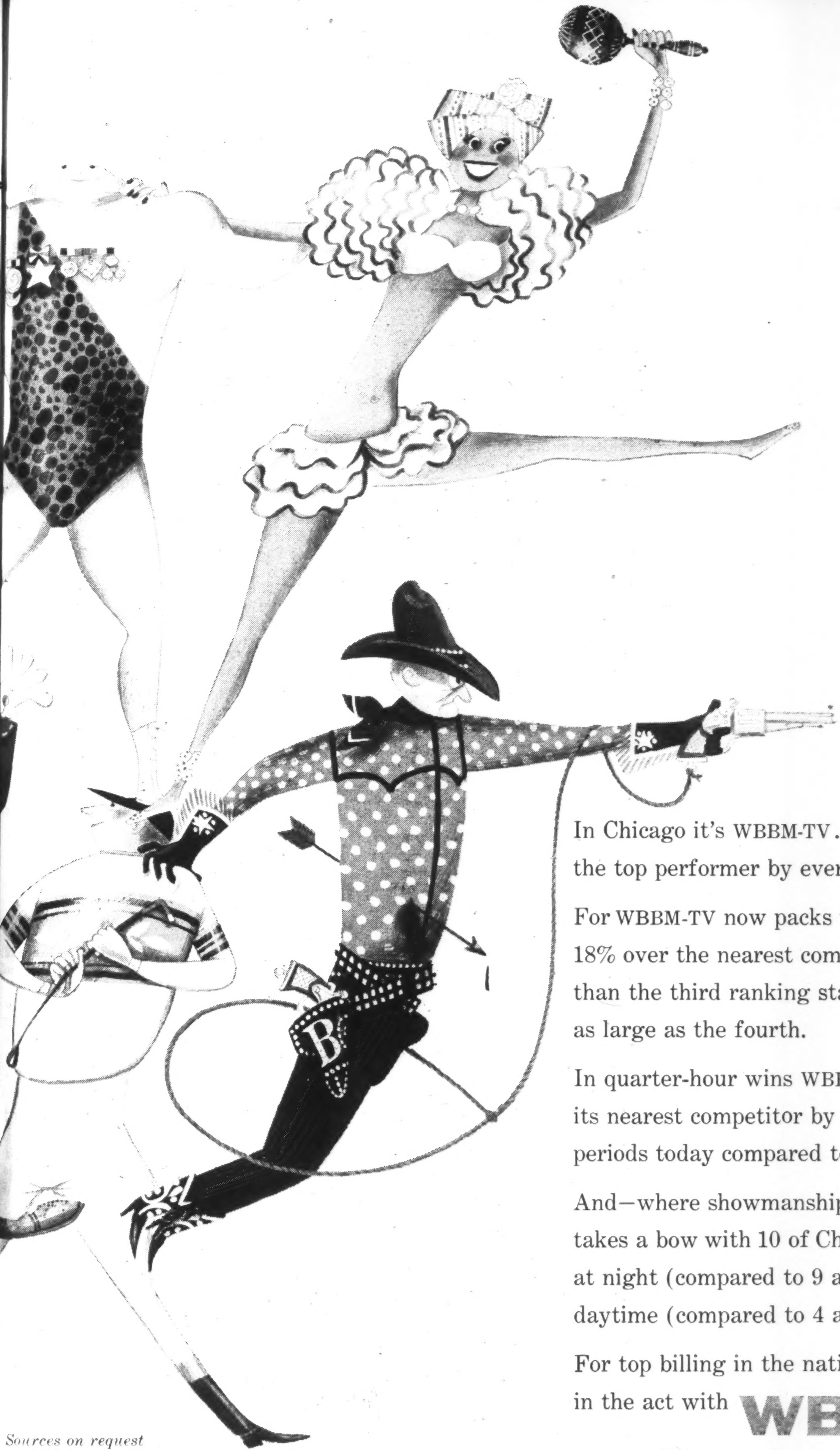
WLOF-ORLANDO
5000 watts—950 kc—MBS

Used by
more local merchants
than any other radio station
in the area

represented nationally by
Paul H. Raymer Co., Inc.

WHO'S ON TOP?





In Chicago it's WBBM-TV . . . after one short year the top performer by every standard.

For WBBM-TV now packs the house with audiences 18% over the nearest competition . . . 87% greater than the third ranking station . . . more than twice as large as the fourth.

In quarter-hour wins WBBM-TV now towers over its nearest competitor by 71%—with 203 top-rated periods today compared to 123 a year ago.

And—where showmanship really shows—WBBM-TV takes a bow with 10 of Chicago's "top 15" programs at night (compared to 9 a year ago) and 8 in the daytime (compared to 4 a year ago).

For top billing in the nation's second market, get in the act with **WBBM-TV**

Chicago's Showmanship Television Station

CBS TELEVISION'S KEY STATION IN CHICAGO

Sources on request

ADDRESSING TvAB's Chicago session on behalf of small-medium market stations was W. D. Rogers, KDUB-TV Lubbock, Tex. At his right (l to r): Norman A. Gittleson, WJAR-TV Providence, R. I.; Neville Miller, legal counsel, and Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman.

TVAB OPENS SHOP IN NEW YORK TODAY WITH 100 OUTLETS AFTER NARTB MEET

Headquarters are being set up in New York's New Weston Hotel after rapid organization of TvAB at the Chicago convention sans benefit of networks or NARTB. Richard Moore is temporary head.

TVAB (Television Advertising Bureau) opens New York headquarters today Monday as a local-national tv sales promotion agency with about a third of the 375-odd stations as members, according to Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman.

Headquarters are being set up in the New Weston Hotel under direction of an executive committee headed by Mr. Moore. The project was first set up last April 22 and was launched formally at the NARTB Chicago convention without network (except o&o stations) or NARTB participation.

"We're in business—faster than we expected," Mr. Moore told B•T. "TvAB is a going concern with around one-third of stations signed and more coming in every hour."

More Stations Join TvAB

A half-day program in Chicago last Monday morning brought in new members as TvAB's organizers made spirited pleas showing the need of a promotional agency to sell the new advertising medium. Sparking the project are national representatives, with networks and NARTB privately irked—networks because the promotion is local-national spot and non-network in scope; NARTB because it has been developing a media-wide project which still is in the drafting stage.

TvAB moved swiftly and dramatically last week at the convention. It claimed to be around the one hundred mark in station signatures, and is shooting toward a $500,000 first-year budget. Many of its signers reserved the right to obtain ownership approval. Many non-signers are waiting to see what happens. They want to see what sort of promotion will be done and who will do it. They are interested in looking over the board membership when directors are elected.

Key personnel in TvAB, besides Mr. Moore, are Richard P. Doherty, consultant, who now fills that role on a permanent basis. He will work on membership activity and organizational matters. Neville Miller, Washington radio attorney who wrote TvAB's bylaws draft, has been retained as legal consultant. They will be consultants to the TvAB board.

Three working committees will be named this week. They will deal with selection of a project director, membership and planning. All will be representative of the full membership. Tom Harker, Storer Broadcasting Co., is temporary treasurer and Mr. Moore continues as temporary chairman of the executive committee. They operate until successors are elected.

Registration cards are being sent every member to obtain a list of those eligible to run for board membership. A nominating committee will draw up a list of names for a mail balloting. Clerical help will be hired at once. The 15-man board will be equally representative of three classes, based on population of city in which station is located under 150,000 population; 150,000-500,000; over 500,000.

The list of early signatories included, among others, such stations as WOR-TV New York; KOA-TV Denver; WHBF-TV Rock Island, Ill.; WDTV (TV) Pittsburgh; WAGA-TV Atlanta and other Storer Broadcasting Co. stations; WRGB (TV) Schenectady, N. Y.; WGN-TV Chicago; KTTV (TV) Los Angeles; WBTV (TV) Charlotte, N. C.; KPRC-TV Houston; WMTW (TV) Poland Springs, Me.; WFIL-TV Philadelphia; WABT-TV and WBRC-TV Birmingham; KRON-TV San Francisco; WJAR-TV Providence, R. I.; WSAZ-TV Huntington, W. Va.; WHIZ-TV Zanesville, Ohio; WHB-TV Kansas City; WMT-TV Waterloo, Iowa; KFEL-TV Denver.

Mr. Moore kicked off the TvAB membership rally by observing that "each tv operator has in his hands the all-time giant of advertising," yet it is the only major medium that still is not organized. By pooling resources, he said, tv can get more than 7% of the $8 billion advertising fund. Just 1% of that fund would amount to an $80 million increase, he said.

TvAB will set up a nominating committee before mail balloting to name a board of directors which can be in operation by July 1. An executive committee of 12 continues until the board is formed, with the organization committee disbanding.

Robert M. Purcell, of Robert M. Purcell Television, Hollywood, narrated a slide film reviewing the TvAB sales situation and showing the need for the sales promotion unit.

Arthur Porter, vice president of Leo Burnett Co., Chicago agency, said agencies will welcome research showing how many advertising impressions are created for each dollar spent. "Precision media buying is the order of the day," he said.

Leslie C. Johnson, WHBF-TV Rock Island, Ill., said resistance is developing in the sale of daytime and fringe tv time, with some stations already pricing themselves out of the market. He cited the trouble of increased costs. He personally preferred percentage of revenue as a basis for dues instead of the highest Class A quarter-hour rate per month.

Harold P. See, KRON-TV San Francisco, contended TvAB would help develop department store business and cited increased operating costs. Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, argued TvAB would help develop national spot, a disappointment in many uhf operations.

W. D. Rogers, KDUB-TV Lubbock, Tex., said millions are spent in promoting newspaper advertising in small and medium cities, whereas nobody is telling the tv story.

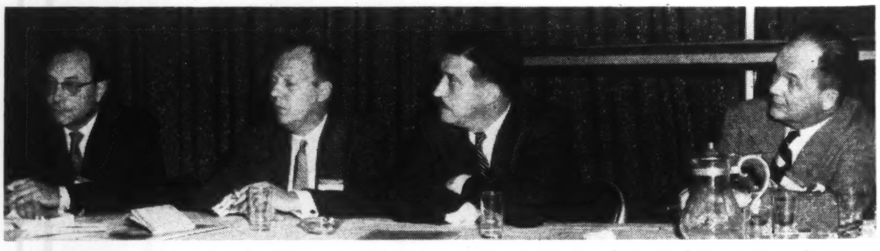
Radio History Series Offered Free by BMI

A RADIO program series, written by outstanding U. S. historians and designed to tell the American story from "the age of discovery" to the "age of the atom," will be given free to all radio stations by Broadcast Music Inc.

Carl Haverlin, BMI president, announced the ambitious project last week in Chicago. He said that BMI and the Society of American Historians are cooperating in the project. Sixty leading historians, including six Pulitzer Prize winners, will write the shows.

Shafto Elected to BMI Board

G. RICHARD SHAFTO, vice president and general manager of WIS-AM-TV Columbia. S. C., and WIST Charlotte, N. C., was elected to the board of Broadcast Music Inc. at a May 23 meeting of the board in Chicago.



QUARTET of TvAB organizers at Chicago (l to r): Richard P. Doherty, consultant; Vernon A. Nolte, WHIZ-TV Zanesville, Ohio; Harold P. See, KRON-TV San Francisco, and Leslie C. Johnson, WHBF-TV Rock Island, Ill.

IN SAN FRANCISCO...

*THEY STILL DANCE TO HIS TUNE...

And maybe *you* danced to his orchestra, for Del Courtney is still one of the big names in music. You saw him, maybe, at the Ambassador in New York, the Stevens in Chicago, the Cocoanut Grove in Los Angeles, the Roosevelt in New Orleans or at any of many great hotels throughout the nation.

Del's still a great band leader, but his first love now lies in the personalities and novelties of his own TV show... San Francisco's highest-rated locally produced program, the *only* such program in recent San Francisco history to reach the top ten among *all* daytime adult shows, local *or* network.

Participations are yours at an amazingly low cost per thousand. Remember, in San Francisco, *they still dance to Del Courtney's tune.

***Women particularly**

The Del Courtney Show
Monday thru Friday, 1-2 p.m.
Film feature and live

The Del Courtney Sunday Show
Live; 4-4:30 p.m.

CBS
kpix CHANNEL **5**
SAN FRANCISCO, CALIF.
...affiliated with CBS and DuMont Television Networks...represented by the Katz Agency

ESAU, ROGERS NAMED TO NARTB TV BOARD

Election of the two new members boosts the unit's membership from 13 to 15. Five other directors were re-elected.

NARTB is operating with a 15-man television board, two more than before, following election of seven tv directors at the Chicago convention. Decision to increase the board from 13 to 15 was reached at a luncheon meeting of the directors, held just prior to the Monday business meeting of the membership.

Two new members, John Esau, KTVQ (TV) Oklahoma City, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas, were elected with the support of uhf members and as a tv-only station operator. Paul Raibourn, KTLA (TV) Los Angeles, was re-elected as a tv-only director.

The other four, all re-elections, were Robert D. Swezey, WDSU-TV New Orleans, who has been chairman of the board; George B. Storer, Storer Broadcasting Co.; Clair R. McCollough, Steinman Stations, and Harold Hough, WBAP-TV Fort Worth. Mr. Rogers had been on the board before, and Mr. Esau had been a radio director.

Judge Justin Miller, retired NARTB board chairman and now legal consultant to the association, presided at the election.

A report submitted to the membership by Vice President Thad Brown and summarized by Chairman Swezey, detailed some of the highlights of the television achievements of NARTB during the year.

Industry teamwork and cooperation helped make color tv a reality during the past year, the report emphasized. The all-industry tv music license committee was lauded for its negotiations leading to ASCAP blanket and per program agreements. Dwight W. Martin, General Teleradio, was committee chairman.

Tv Circulation Plan

A multi-million dollar long-range tv circulation measurement plan has moved toward the pre-testing stage and work will be underway in a few weeks, it was pointed out. Sports relations show encouragement in some fields but the NCAA college football plan was mentioned as showing a lack of understanding between telecasters and colleges. Work of George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee, was lauded.

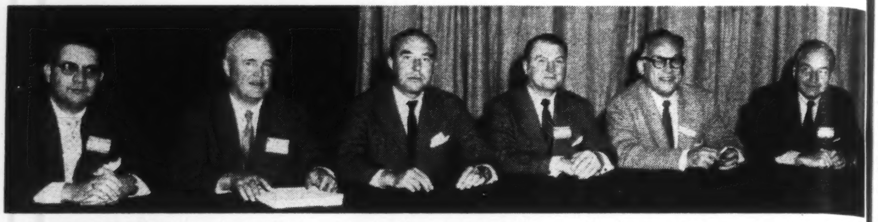
Criticism was voiced on the canons of the American Bar Assn. prohibiting tv coverage of judicial proceedings as well as attempts of some state legislatures to bar cameras.

Criticism of television was found to be diminishing, with the Television Code and an NARTB public relations program praise.

Another achievement is the station-distributor standard film contract, designed for voluntary use by the industry. The contract is about ready for final action by the two groups.

In the Tv Board election process, the list of nominees included Robert B. Hanna Jr., WRGB (TV) Schenectady, N. Y.; Wayne Coy, KOB-TV Albuquerque, N. M.; Allen M. Woodall, WDAK-TV Columbus, Ga.; Harold P. See, KRON-TV San Francisco; Mortimer C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore.

Tally clerks for the election were P. A. Sugg, WKY-TV Oklahoma City; Gordon Gray, WOR-TV New York; Joseph E. Baudino, Westinghouse Broadcasting Co.; Gene O'Fallon, KFEL-TV Denver, and Joseph Brenner, KBAY-TV San Francisco.



NEW DIRECTORS elected Monday to the Tv Board include (l to r) W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Paul Raibourn, KTLA (TV) Los Angeles; Robert D. Swezey, WDSU-TV New Orleans; Clair R. McCollough, Steinman Stations; John Esau, KTVQ (TV) Oklahoma City, and George B. Storer, Storer Broadcasting Co. Absent when photo was taken was Harold Hough, WBAP-TV Fort Worth.

RETURNS from tv precincts were checked by a five-man tally board during election of NARTB video directors at Chicago. L to r: Gene O'Fallon, KFEL-TV Denver; Joseph E. Baudino, KDKA Pittsburgh; Gordon Gray, WOR-TV New York; Joseph Brenner, KBAY-TV San Francisco, and P. A. Sugg, WKY-TV Oklahoma City.

MULTIPLEXING MAY BOOST FM—STERLING

Multiplexing will mean more revenue, stronger programming and better service

A PREDICTION that multiplexing may give fm "the revitalization it needs" was advanced by FCC Comr. George E. Sterling last week.

Speaking to an estimated 150 to 200 broadcasters at the Monday fm session of the NARTB convention—described as the largest fm turnout at an NARTB convention in recent years—Comr. Sterling said he felt that, if FCC adopts "in some form" its proposal to authorize multiplexing, the result will be more revenue for fm stations, stronger programming, and better service.

Comr. Sterling shared the spotlight at the meeting with a group of fm broadcasters—Walter Brown, WDXY (FM) Spartanburg, S. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Winslow Porter, WRFL-FM Winchester Va.; Edward Wheeler, WEAW-FM Evanston, Ill., and John F. Meagher, KYSM-FM Mankato, Minn., newly-elected NARTB vice president for radio—in discussions of multiplexing, high fidelity, fm programming and fm sales policies. Ben Strouse, WWDC-FM Washington, chairman of the Fm Committee, presided.

Mr. Meagher, in a brief statement, reassured the fm operators that NARTB's abolition of its Fm Dept. was part of an organizational realignment which, far from implying a "scuttling" of fm, should lead to better NARTB service to fm broadcasters.

Mr. Lindsay, introduced by Chairman Strouse as a man who not only is making money out of fm but also is applying for another station, stressed that in fm, as in any broadcast medium, "the answer is in programs—you won't have trouble if you have programs that people want to hear." He said, "I don't know any way to make money in am, fm or tv unless there is reason for people to tune in."

Mr. Lindsay questioned whether fm could be sold on the basis of its high-fidelity qualities—a position that was challenged in later statements from the floor—and said that WSOY-FM, which programs sports separately from WSOY, had made its profits entirely from its sports coverage.

Mr. Wheeler stressed the importance of storecasting as a source of fm revenue, asserting that storecasting programs can also be made highly attractive to home audiences. In answer to a question, he estimated that installations in 15 to 100 stores are necessary for a successful storecasting operation. WEAW-FM, he said, has installations in some 500.

Comr. Sterling, voicing his view that multiplexing technically is past the experimental, developmental stage, stressed that multiplexing, under the Commission's proposed rules, would not result in deterioration of the basic fm signal. He said FCC considers the additional signal that comes from multiplexing to be an "adjunct" to fm, not a "replacement" for it.

Mr. Strouse relayed to the assembled fm broadcasters a suggestion, which he said came from an NARTB fm committee member, that the Johnson bill to exempt from excise tax any tv set that contains uhf as well as vhf be amended to apply equally to any radio set that includes fm as well as am.

Summing up, Mr. Wheeler said that apparently many fm operators were wondering if they could keep fm station on the air. "We can't afford to cut it off," he observed.

We've got the Facts, just the Facts...

COP
CHIEF
W&D 5215

(...about KQV's popularity outside of Pittsburgh!)

THE CASE: Since last August, KQV has led *all* other stations in program "Firsts" in Pittsburgh according to Pulse Surveys. This KQV leadership in top-rated local and CBS shows continues to grow each month. And now, a new Pulse Survey of our Half MV-M area covering all or parts of nine counties . . . and including 25 stations . . . shows that KQV's ratings outside of Pittsburgh *coincide almost perfectly* with KQV's high Metropolitan Pittsburgh ratings.

THE EVIDENCE

PITTSBURGH PULSE RATING		NINE-COUNTY PULSE RATING
7.6	11:00 to 11:15 AM	7.0
6.4	1:30 to 1:45 PM	6.3
5.5	6:45 to 7:00 PM	5.1
5.6	7:45 to 8:00 PM	5.1

THE VERDICT: KQV not only "gets out" into the rich suburban counties of the Pittsburgh market . . . but actually leads in listener preference there almost as predominantly as it does in Metropolitan Pittsburgh. So if you want to sell *all* of the dynamic new Pittsburgh market, your key is KQV!

KQV
CBS Radio IN PITTSBURGH

National Rep: PAUL H. RAYMER Co. New York • Chicago • Detroit • San Francisco • Hollywood • Atlanta • Dallas

TO GET THE *Best* IN TV TRANSMITTING EQUIPMENT...

Compare ALL THE FACTS!

THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most *adaptable* VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . *with no need to replace any part of your existing equipment.* YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare *true* equipment costs . . . not just initial cost . . . but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicity . . . ease of maintenance.

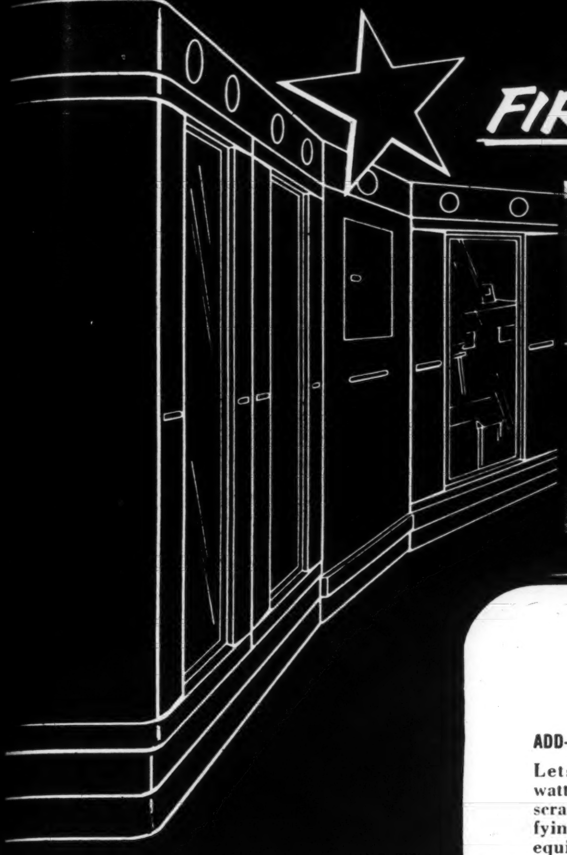
Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

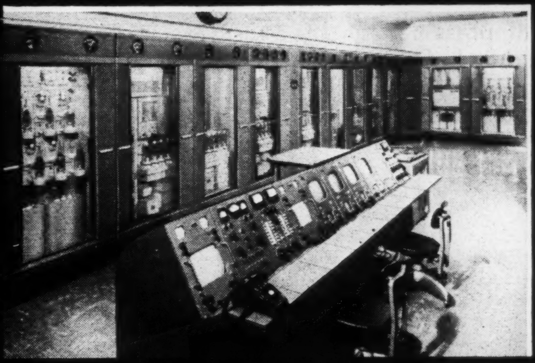
Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters

	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	★ YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	★ YES	NO	NO	NO
TUBE COST [complete set FCC spares]	★ $6,138 $1,495	$11,625 $4,237	$13,230 (est) $6,429 (est)	$9,250 (est) $5,050 (est)
AIR COOLED	★ YES	YES	NO	NO
POWER LINE REQUIREMENTS (at black level)	★ 208/230 V 60 cy, 3 φ 145 KW	460 V 60 cy, 3 φ 193 KW	208/230 V 60 cy, 3 φ 150 KW (est)	208/230 V 60 cy, 3 φ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)	★ 152 sq. ft.	154 sq. ft.	160 sq. ft. (est)	———
ALL TUBES VISIBLE FROM FRONT	★ YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	★ YES	NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION	★ YES	NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES	★ YES	NO	NO	NO

FIRST WITH 50 KW Transmitter deliveries





Transmitter room of WOR-TV's new Empire State 40 KW transmitter, 130 KW ERP. 100% air cooled. Completely self-contained. Equipment throughout by Standard Electronics.

Only STANDARD ELECTRONICS has these exclusive features

ADD-A-UNIT DESIGN

Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

VERSATILE AMPLIFIERS

S-E's Add-A-Unit amplifiers can be added to existing equipment regardless of make. Any 5 or 10 KW transmitter will drive a 40 or 50 KW S-E amplifier. Any 2 or 5 KW transmitter will drive a 20 KW S-E amplifier.

ECONOMICAL INSTALLATION

Fewer building alterations. Units fit any station layout.

ADVANCED STYLING

Modern cabinetry by Dreyfuss, leading industrial designer.

SELF-CONTAINED

Compact. No external blowers or external vaults needed.

LOWER OPERATING COSTS

Similar tube types throughout. Low emission visual tubes interchangeable with aural section where power requirements are less. Lower initial tube cost, AND LONG *LONG* HOURS OF LIFE. Lower power consumption too, saving many dollars on your power bill.

ACCESSIBLE

All tubes visible and accessible from the front via full length glass doors.

COLOR ADAPTABLE

Elimination of back porch clamp insures proper operation with color signals.

S-E's BLUE STAR STATIONS

Using Standard Electronics' high power transmitters and amplifiers to obtain maximum power authorized by the FCC

☆ **THE BIRMINGHAM NEWS CO.**
WABT · Birmingham · Channel 13
40 KW — 316 KW ERP

☆ **CROSLEY BROADCASTING CORP.**
WLW-A · Atlanta · Channel 11
50 KW — 316 KW ERP

☆ **GENERAL TELERADIO · WOR-TV**
Empire State Building · New York
Channel 9 · 40 KW — 130 KW ERP

FIRST with high power

FIRST to deliver tomorrow's equipment today

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

STANDARD HOURS TOP DBA PROJECT

Daytime group will press for 5 a.m. - 7 p.m. schedule before FCC, according to plans made in Chicago at Monday meet.

OPERATORS of daytime radio stations laid plans last week for extended efforts to obtain FCC approval of around-the-year 5 a.m. to 7 p.m. operating hours.

At a meeting Monday in Chicago's Palmer House, the Daytime Broadcasters Assn. (1) elected a new board of directors who in turn elected officers, (2) was briefed by legal and engineering counsel on the status of the daytimers' appeal for more air time, and (3) was urged to invigorate a membership drive with the objective of signing up at least 300 of the 800 daytime stations in the U. S. Present membership is 134.

Ray Livesay, WLBH Mattoon, Ill., a founder of DBA and secretary-treasurer since its organization, was elected president by the new board. W. J. Thomas, WCPA Clearfield, Pa., was elected chairman of the board; W. Kenneth Patterson, WSIV Pekin, Ill., retiring president, became executive vice president; George J. Volger, KWPC Muscatine, Iowa, was elected secretary, and Jack Younts, WEEB Southern Pines, N. C., treasurer.

The board also chose a one-time Republican candidate for President of the United States as DBA vice president. Though not at the Chicago meeting, Alf M. Landon, who ran unsuccessfully against President Franklin D. Roosevelt in 1936, agreed by telephone to serve as a DBA officer. Mr. Landon is president of KSCB Liberal, Kan.

Board Members

Members of the new DBA board, which will serve for a year, are: Richard E. Adams, WKOX Framingham, Mass.; Robert M. Wallace, WOHS Shelby, N. C.; Thomas H. Maxwell, WIBB Macon, Ga.; H. R. Young Jr., WSOK Nashville; Arthur L Eilerman, WZIP Covington, Ky.; Worth S. Rough, WCBC Anderson, Ind.; Charles R. Dickoff, WBEV Beaver Dam, Wis.; George Dodds, WGGH Marion, Ill.; Basil Anderson, KJSK Columbus, Neb.; Morris Mendel, KGST Fresno, Calif., and Messrs. Younts, Thomas and Patterson.

The DBA meeting, attended by both member and non-member daytime station executives, heard Harry J. Daly, Washington attorney for the organization, urge stations to concentrate on two main objectives: To obtain year-around operation from 5 a.m. to 7 p.m., and to defend daytime station power and operational time limits against what he described as "inroads by clear channel stations."

He said daytimers would be represented in oral arguments before the FCC June 7 (postponed to June 15) on the daytime skywave issue.

Mr. Livesay, reporting as secretary-treasurer, said that DBA had a total income of $4,850 from last Jan. 8, date of its official founding, to last May 1 and had spent $3,544.25. Income is exclusively from member dues which are $15 a month.

An additional DBA project is experimenting with carrier current broadcasting, Mr. Livesay explained. If experiments turn out as anticipated, the DBA will petition FCC to set standards for that type of broadcasting. In essence the technique is to use low-powered transmitters feeding into existing power lines; signals then are radiated from the lines and can be picked up by ordinary radio receivers. Mr. Livesay emphasized that DBA experiments with carrier current broadcasting, though intended eventually to permit daytime stations to operate longer hours, "do not in any way affect the DBA objective for fixed hours of operation from 5 a.m. to 7 p.m."

NEW OFFICERS of the Daytime Broadcasting Assn. meet after their election by the DBA board in Chicago last Monday. L to r: W. J. Thomas, WCPA Clearfield, Pa., chairman of the board; Ray Livesay, WLBH Mattoon, Ill., president; Jack Younts, WEEB Southern Pines, N. C., treasurer, and W. Kenneth Patterson, WSIV Pekin, Ill., executive vice president. Alf Landon (absent), KSCB Liberal, Kan., was named a V.P.

Radio Journalism Council Plans Refinancing Move

REFINANCING plan involving the Council on Radio Journalism will be submitted to the NARTB board for its approval, it was determined during the NARTB convention last week.

The council held a closed session last Monday. Sitting in were Robert K. Richards, NARTB vice president, and university representatives, including Don Brown, U. of Illinois radio-tv specialist. It was headed by Harvey Heath, East Coast radio specialist.

The proposal was approved to enable the council to realign its financial structure in line with sanction by NARTB. The meeting was one of several corollary sessions held as part of the official management agenda. The board is expected to act on the plan in the next month or so.

Witting Addresses WBC Meet

ENGINEERING executives of Westinghouse Broadcasting Co. met last Monday at the Palmer House to discuss technical developments on display at the NARTB convention. Chris J. Witting, president of the company, and Joseph E. Baudino, executive vice president, addressed the meeting on general engineering policy.

BAB ACTS TO FILL 3 BOARD VACANCIES

THE Broadcast Advertising Bureau nominating committee was asked last week by the BAB board to suggest successors to three directors who have resigned.

The nominating committee, which earlier had been given the job of finding a replacement for Charles C. Caley, WWBD Peoria, Ill., whose term as chairman of the BAB board expires next November, will hold its first meeting July 8. John C. Patt, WJR Detroit, is chairman of the committee.

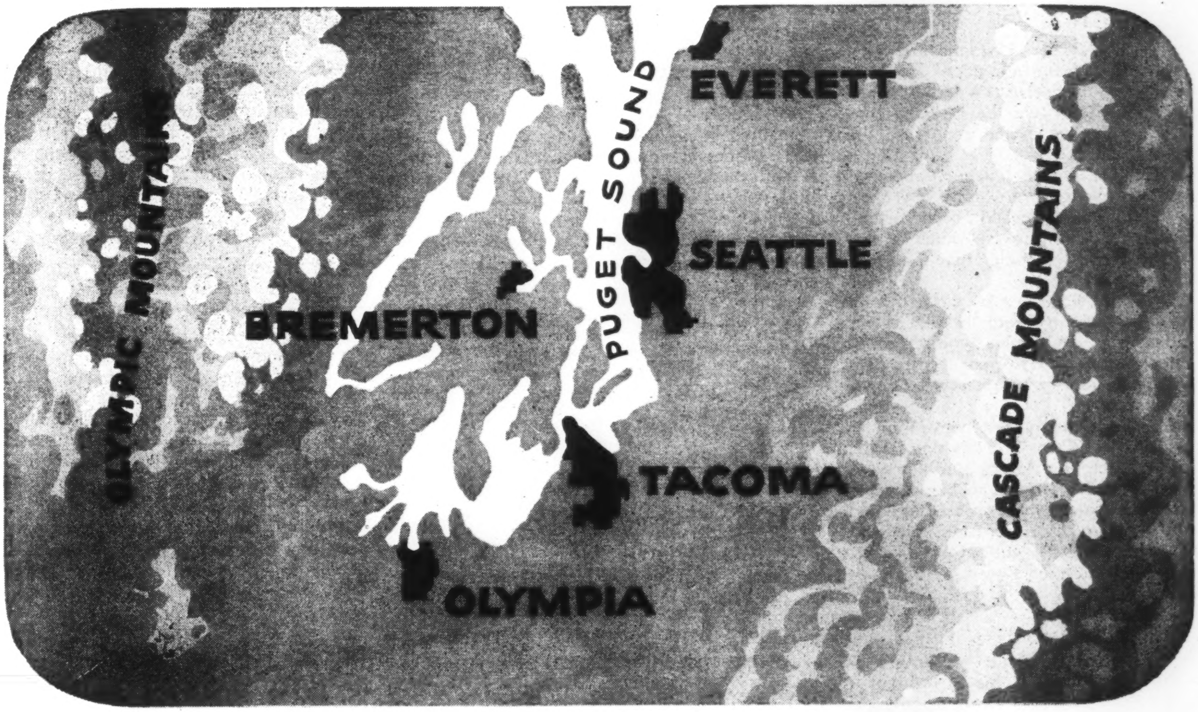
The directors who have resigned are John F. Meagher, KYSM Mankato, Minn., who has been appointed NARTB radio vice president [B•T, May 17] effective June 15; Arch L. Madsen, formerly of KOVO Provo, Utah, who became BAB director of member service early this month [B•T, May 10], and Herb Hollister, KCOL Fort Collins, Colo., who quit the BAB board because of the pressure of other business.

Instructions were given to the nominating committee by the BAB board at a luncheon meeting last Monday in Chicago. The board also set a meeting of the BAB executive committee for July 9 to study changes made by the board in the organization's dues structure.

At the same session Kevin Sweeney, BAB president, told the board that BAB income in the first two months of the current fiscal year had been running slightly ahead of the anticipated rate in the current budget. The BAB budget for this year is $687,000. If income keeps to the level of the first two months, he said, $696,000 would be collected in the year.

However, Mr. Sweeney said, BAB expects to add at least 30 new member stations during the summer, to increase total membership to more than 850. Such a membership would provide total income of more than $750,000 per year.

Best . . . . . Over Puget Sound!


EVERETT
PUGET SOUND
SEATTLE
BREMERTON
TACOMA
OLYMPIA
OLYMPIC MOUNTAINS
CASCADE MOUNTAINS

Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

CHANNEL 11

KTNT-TV AREA ● QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS ● CONTACT WEED TELEVISION

INDUSTRY MUST WORK TOWARD UNITY, FELLOWS SAYS IN ANNUAL REPORT

Radio and tv must remember there are other forms of competition than each other, the NARTB president says in his annual report.

BROADCASTERS, facing economic and governmental shooting from all sides, are now making targets of themselves, NARTB President Harold E. Fellows told the Chicago convention Tuesday in his annual report to the membership.

President Fellows told his luncheon audience the industry must work toward unity. "We are still prone, as radio and television broadcasters, to fight each other for business—which is perfectly all right, if we remember that there are other forms of competition.

"This battle of electrons is viewed with amusement, and perhaps with bewilderment, by advertisers who can't take time to study its implications because they're engaged in conferences with space salesmen representing newspapers and magazines."

In his address to "the biggest convention in the history of American broadcasting," Mr. Fellows listed such regulatory problems as proposals to regulate networks, to bar cameras and microphones from public proceedings and to eliminate radio and tv advertising. He paid tribute to the FCC as "a good Commission" and lauded its election of Rosel H. Hyde as Acting Chairman.

Steps Toward Improvement

Listing industry steps toward self-improvement, he said, "It's inconceivable to me that a television broadcaster would not subscribe to the Television Code and a radio broadcaster to the Standards of Practice." He tied this into legislative pressures, and then called for support of the newly organized campaign of promotion and public relations begun by the NARTB Sports Committee under chairmanship of George J. Higgins, KMBC Kansas City.

NATRB's staff executives have problems trying to acquaint top government people with the industry's operations, he said, adding, "Nurtured in a profession which should produce articulate people, we bog down when it comes to getting broadcasting's story over to legislators and regulators. The result is that we spend much of our time trying to cure something, rather than trying to prevent it."

Mr. Fellows urged broadcasters to get acquainted with their legislators and keep them posted about broadcasting affairs. He traced in detail the principal characteristics of the American system of broadcasting (story below) and paid tribute to Judge Justin Miller, retired NARTB board chairman and now advisory counsel, for his service to American broadcasting.

NARTB's president reviewed progress of the association membership from 1,435 to 1,833 in the three years he has served as president. The number of Television Code subscribers increased from 118 to 225 stations and four networks in a year, he said.

Specialists Discuss Problems on Labor

Management should be well-informed in labor talks and take firm stands, panelists agree at NARTB meeting.

MANAGEMENT negotiators should enter labor talks well-informed and be prepared to make firm stands for their rights, a panel of employe-employer specialists agreed Tuesday at the NARTB Chicago convention.

Robert D. Swezey, WDSU-TV New Orleans, served as panel moderator. He is chairman of the NARTB Labor Advisory Committee. He was flanked by Hoyt Steel, Benjamin Electric Co., Des Plaines, Ill.; Calvin J. Smith, KFAC Los Angeles; William C. Pitts Jr., CBS; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Lee Shaw of Seyfarth, Shaw & Fairweather, Chicago; William J. Reilly, International Harvester Co., and Charles H. Tower, acting manager, NARTB labor department.

Mr. Reilly told broadcasters, "You're not as helpless as you think" in labor negotiations. When unions make unreasonable demands, he said, employers should realize they are dealing with employes through their unions. He said employers should be reasonable in making counter-demands.

Mr. Smith argued that if the union gets unreasonable, then management can do the same until negotiations settle down to a more sensible basis. Mr. Reilly told employers it is "amazing" how sympathetic employes will be to the employer's position if they are kept informed of the facts.

Value of Advisory Service

Mr. Johnson urged employers to keep their facts up to date in planning negotiations and cited the value of NARTB's advisory services for station officials facing contract discussions.

"Management, too, has a right to state its grievances," Mr. Steele reminded. Herbert E. Evans, Peoples Broadcasting Co., cautioned that management negotiators should be executives with negotiating experience. Stanley E. Hubbard, KSTP St. Paul, said broadcasters "are being picked off one by one." "We're a bunch of sitting ducks," he added.

Mr. Pitts advised broadcasters to call in their operating people to appraise the effect of union demands and to try to figure out in advance some of the improvements to be made in contracts.

N. G. Honors Stations

CITATION to radio and tv stations for service in National Guard recruitment was presented Tuesday to NARTB by Maj. William W. Coleman of the National Guard's Chicago NARTB convention exhibit. Harold E. Fellows, NARTB president, received the award which credited radio and tv "in a large measure" for a gain of 25,294 recruits in the two-month period ended April 1.

Christal Stations Meet

RADIO stations represented by the Henry I. Christal Co. met last Tuesday at Chicago's Palmer House to discuss promotional plans.

THE AMERICAN SYSTEM OF BROADCASTING

As portrayed by NARTB President Harold E. Fellows to the Chicago convention

"THE AMERICAN System of Broadcasting" is a term that we use with much pride, but not always with full understanding.

It begins, as do all systems (whatever their nature) with a purpose.

It *has* been said that the sole purpose of broadcasters is to make a profit: to our shame, there may be a very few who lend credence to that lie.

It has been said that the sole purpose of broadcasting is (or should be) to educate. That is foolishness.

It has even been said that broadcasting's only mission is entertainment. And that, too, is a most unfortunate concept.

The mission of broadcasting cannot be categorized in a single phrase. It is all of these; it is an experience of living; and it is much more.

Its true purpose is delicately woven into the pattern of our nation's purpose itself.

We are a people devoted to a "political faith" called freedom. Our mass media not only reflect that faith—they nurture it.

Our "charter" (as a profession) is an essay on liberty which begins with the immortal words, "We, the people. . . ."

This (in the end analysis) is the mission of ALL media. It is no less and no more than that of the people themselves.

We speak then of the American System of Broadcasting not as an isolated method of communication, but as a social force—greater in its impact—greater in its greatness—because it is not a segment of a proposition, but the proposition itself.

It is not education alone.
It is not business alone.
It is not entertainment alone.
It is free enterprise—but that's only a part of it.

It is the facility itself—but that's only part of it.

It is the sum of these, and becomes a system—something special—because it does not exclude elements essential to the operation of a free medium in a free nation.

The human elements of free broadcasting's system are these:

The people who look and listen. . . .

The people who produce that which is seen and heard. . . .

The people who pay for that production. . . .

And the government people who represent those who look and listen. . . .

That is a system.

Anything short of it is an improvisation.

Let us, as broadcasters, continue to respect each of those components in all that we do, and in all toward which we aspire.

The audience. . . .

The advertisers. . . .

Our colleagues who labor in the media. . . .

And our government which has a proper interest. . . .

If we meet our obligations to each of these, and to our own selves be true, we shall set before the world a shining example of American enterprise.

WNCT

GREENVILLE, NORTH CAROLINA

CHANNEL 9

Primary CBS Affiliate

The only VHF station covering the rich Eastern Carolina market FULL TIME (7:00 A.M., through) with 100,000 watts.

RETMA SET COUNT, MAY 1, 1954

57,032

. . . and growing every day!

Indicating important audience—and advertiser—acceptance, WNCT was one of the Nation's fastest stations to go on full-time operation. 3 months after opening, WNCT was able to start full-time schedule beginning at 7:00 A.M. every day.

Its 874 ft. tower is the tallest in the Carolinas.

WNCT GREENVILLE, N. C.

A. Hartwell Campbell, General Manager
JOHN E. PEARSON CO., NATIONAL REPRESENTATIVE
JAMES S. AYERS CO., SOUTHEASTERN REPRESENTATIVE

VIC DIEHM Says:

These Disc Jockeys Will Deliver Any Audience You Want..

Here are sixteen platter spinners who can sell any product your client desires . . . . deliver any audience you wish and they all have outstanding super-salesmen records. We have given you a miniature story of each of these fellows, but to get the big story of their ratings, sales successes, sponsor responses, testimonials et cetera, just write to me, Vic Diehm, care of any market; I'll send you all the information you need.

SHERM FELLER . . . . WVDA
Nationally known as a music composer and having several hits to his credit, Sherm handles the late show from 11:05 P. M. to 1:00 A. M. Even at these hours the studio is filled to overflowing, because Sherm's easy style, friendly manner and outstanding work in civic and humanitarian drives has won him friends ranging from newsboys to potentates.

BILL SCHMEER . . . . WAZL
Bill's the boy who wakes up this region with his MUSICAL CLOCK program starting at 6:00 A. M., and for two solid hours he spins records, news, time checks, weather forecasts and plenty of merchandise selling to miners, housewives, bankers, store clerks, farm hands, etc. Bill's number two show is AFTERNOON BALLROOM a popular pop record show that is gaining a tremendous audience.

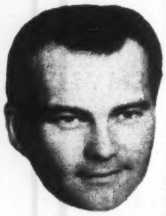
BILL PETIT . . . . WIDE
Early morning gloom just goes flying . . . when Bill "Wide Awake" Petit gets going on his WIDE AWAKE CLUB every morning. Bill's just naturally on the sunny side . . . disposition-wise and music-wise. Local news, weather, time signals and lots of light, bright music spin the web that pulls listeners to WIDE.

"TUT" PERRY . . . . WHLM
TUT'S TOPS IN POPS show is a favorite of housewives, factory and office workers, motorists and farm folks and his TP's WIGWAM, a daily two-and-a-half hour show has something to offer every age from 6 to septuagenarian.

ARNIE KUVENT . . . . WIDE
Saturday night is the dancingest night of the week! There's a heyday of dance music for happy feet at Arnie's TURNTABLE BALLROOM. Recorded bands beat out everything from the waltz to the Charleston . . . two-and-one-half hours of wonderful entertainment.

JIM DOUGHERTY . . . . WHOL
Jim wakes up Lehigh Valley with a fast moving, witty MORNING SHOW heard Monday thru' Saturday 7:15 to 9:00 which includes music in the morning mood, time-check and weathercasts. This show can sell anything.

BOB MARTIN . . . . WVDA
Known as THE ROBIN Bob Martin's show, daily 5 to 6 P. M. is spun from Storyville, Boston's top Jazz Club. It's absolutely a must show for teen-agers, and Bob does a whale of a selling job with jazz. Bob "The Robin" is also a correspondent for Down Beat in this country and The Musical Express in England.



HAL SWANEY . . . . WIDE
The patter's at a minimum . . . platters at a maximum . . . when MATINEE MELODIES takes to the air. The tunes are always tops, with latest releases prominently placed alongside hits of today, and the hits of yesteryear. Judging by the daily deluge of mail, Hal's MATINEE MELODIES provides just the late afternoon lift the listeners like.

...from Be Bop to Bach!

from Basin Street to Beethoven!!

from Hep Cat to Chopin!!!

from Eddie Fisher to Figaro!!!!

WVDA
Boston, Mass. ABC

WHLM *
Bloomsburg, Pa.

(Represented by Paul H. Raymer Company)

WIDE
Biddeford-Saco, Me. MBS-Yankee

WAZL
Hazleton, Pa. NBC-MBS

(Represented by Paul H. Raymer Company)

WHOL
Allentown, Pa. CBS

(Represented by Robert Meeker Associates)

* Owned and Operated by Harry L. Magee

BILL CAMPERSON . . . . WHOL
Studio facilities for the teen-age audience that daily join THE BILL CAMPERSON SHOW are never large enough. This is an after school show playing the tops in pop music and features a daily poll of local music stores to get the top three tunes of the day.

RAY CALABRESE . . . . WHLM
Ray is an accomplished musician in his own right, and has disc jockeyed shows here since the opening of the station five years ago. At present he has three shows daily . . . MEMORIES, CONCERT HOUR, and AFTERNOON VARIETIES. His "Concert Hour" is used as a required subject at Bloomsburg State Teacher's College, Music Appreciation Course.

EARL GYNAN . . . . WVDA
Another d. j. in Boston who has two high rated weekly shows: STAR THEATRE Mondays at 9:30 P. M. presenting highlights from a musical comedy or operetta and CONCERT HALL, 11:15 'til midnite featuring classics, light classics and operatic excerpts selected by Earl, who also produces and narrates the show.

PAUL CERULA . . . . WAZL
There's lots of fun, folk songs and music every Sunday afternoon on POLKA CAPERS when Paul d. j's, m. c's, and bilinguists this exceptionally popular program. Week days his RECORD SHOP is the outstanding housewife audience program in this area.

GEORGE FRIARY . . WIDE
George's thirty years in show business is the trick that turns an ordinary D. J. show into the 1400 CLUB. It's easy-going, entertaining . . a "natural" that just naturally makes his housewives brigade listen in every day.

KEN MALDEN . . . WVDA
From 3:05 to 5:00 P. M., Monday thru Friday, it's THE KEN MALDEN SHOW in Ken's relaxed, informal style, he spins the latest pop records, while doing a superb selling job. His late show is called KEN'S KORNER. It's at the intersection of Mood Street and Music Avenue with Ken weaving a pattern of love, philosophy, poetry and music.

DAVE DUNLAP . . . . WHOL
Music hath special charms at the dinner hour on Dave's DINNER DATE Show, extremely popular in the homes, restaurants and cafes through out the Allentown-Bethlehem trading area. A perfect spot show for many a product.

JOHN SCOTT . . . . WVDA
One of New England's best known record-spinners, John Scott handles three shows and all three are top rated: DIAL QUIZ, JOHN SCOTT SHOW and DINNER DATE. John's easy style, pleasant voice, good humor and full knowledge of what will appeal to youngsters, middle-agers and oldsters is why he is so popular.

PALEY CITES NEWS, PUBLIC AFFAIRS AS RADIO-TV'S 'ROAD TO RESPONSIBILITY'

The CBS board chairman and NARTB Keynote Award winner calls for fairness in news presentation and defends the broadcast media's right to editorial expression in his Tuesday address to delegates.

BROADCASTERS were admonished by CBS Board Chairman William S. Paley last week to pay more attention to news and public affairs broadcasts as the "road to responsibility" and service both to broadcasting and the U. S.

Winner of the NARTB 1954 Keynote Award for his contributions to the American system of broadcasting, Mr. Paley stressed "fairness and balance" as the "one basic tenet" that should be observed. Other than that, he asked for no "uniformity" in the "ground rules" for such broadcasts.

"In both news and news analysis," he said, "the goal of the news broadcaster or the news analyst must be objectivity . . . his aim should be to make it possible for the listener to know the facts and to weigh them carefully so that he can better make up his own mind."

Mr. Paley made clear that he felt "the broadcaster has the same right to editorialize and the same right to independent expression as the free press." But he said he was "not urging anyone to exercise this right. It is and should be a matter of personal preference. However, I would urge that we fight to preserve this right should it ever be threatened." He continued:

'Rounded, Vital Schedule'

"I would like to say that it is not the act of editorialization which puts the bite and the backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick; of having a schedule of unbiased news which covers all categories, national, regional and local; of having a fair and objective analysis of that portion of the news which calls for background and interpretation; of having a schedule of controversy in which the issues of concern to the listeners will get full and responsible airing; of having public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention."

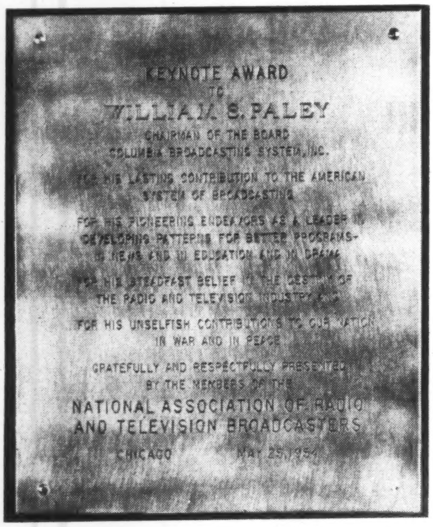
Mr. Paley conceded that there may be "abuses" of the broadcaster's power of "control" over news and public affairs broadcasts, just as "there are in other media." But, he said:

"I for one have enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the goodwill and the determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control. And let me remind you that those who would take this control away from the broadcaster are the ones who would put it in the hands of government."

Mr. Paley said that "too often public officials, legislators and others in public life look upon the broadcasting organization primarily as an instrument created to serve their own purposes, whatever these may be. They do not sufficiently regard the broadcaster as a free and autonomous institution exercising to the best of his ability an influence and responsibility dedicated to the interests of all people.

"The fact is our own timidity in the vital areas of public information is self-perpetuating; it breeds pressures which in turn breed further timidity. Our excursions, by and large, into the responsible exercise of our functions in the field of news and public affairs are often too spasmodic, too tentative, or too sensitive to permit us to realize our own independence and stature. This must be corrected.

"The important thing, whatever the ground rules you set for yourselves, is to consider carefully whether you should not increase your activities and your emphasis in the significant field of news and public affairs. If you do so—if you develop an active, responsible and eager organization—if you move vigorously into this area, you will, I am convinced, do the country and brodacasting an enormous service."



KEYNOTE AWARD
TO
WILLIAM S. PALEY
CHAIRMAN OF THE BOARD
COLUMBIA BROADCASTING SYSTEM, INC.

FOR HIS LASTING CONTRIBUTION TO THE AMERICAN
SYSTEM OF BROADCASTING

FOR HIS PIONEERING ENDEAVORS AS A LEADER IN
DEVELOPING PATTERNS FOR BETTER PROGRAMS-
IN NEWS AND IN EDUCATION AND IN DRAMA

FOR HIS STEADFAST BELIEF IN THE DESTINY OF
THE RADIO AND TELEVISION INDUSTRY AND

FOR HIS UNSELFISH CONTRIBUTIONS TO OUR NATION
IN WAR AND IN PEACE

GRATEFULLY AND RESPECTFULLY PRESENTED
BY THE MEMBERS OF THE

NATIONAL ASSOCIATION OF RADIO
AND TELEVISION BROADCASTERS

CHICAGO MAY 25, 1954

Mr. Paley said today's "conditions and circumstances provide the broadcaster with an unprecedented opportunity to move ahead in this field of news and public affairs. We have today within our grasp the opportunity to provide an extraordinary public service in a troubled world and, at the same time, to increase our stature and strength as broadcasters. But I must point out that one does not receive positions of public trust and of strength on a silver tray. They must be won by resolution, courage and performance. In these areas, I think, we still have quite some distance to go."

Broadcasters Lauded

He said, "The press may not be as free as it likes, but it's plenty free," and that broadcasting has "done rather well" in its quarter-century of existence. "If we are fair and responsible in our decisions, we will gain the approval and the respect of the large majority of the people. . . .

". . . We recognize the plain fact of our power for good or evil, through the enormous force of our media. Yet the question remains whether we enjoy in the the public mind the status which is a natural corollary of our rights and privileges. I respectfully submit that we do not and that we will not until we have shown through clear performance that we have faced up to our opportunities and to our responsibilities."

Without suggesting "that there is any *single* right way," Mr. Paley offered the following recommendations: that top management should give "great emphasis and attention" to news and public affairs operations; that broadcasters "must build a strong news operation," in quality if not in numbers; that broadcasters should work out "well defined and clearly stated" news and public affairs policies in advance, stressing "fairness and balance."

Mr. Paley described CBS' policies as:

"In news programs there is to be no opinion or slanting. The news reporting must be straight and objective.

"In news analysis there is to be elucidation, illumination and explanation of the facts and situations, but without bias or editorialization.

"In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity . . . significant viewpoints on important controversial issues are afforded the opportunity of expression . . . opinion broadcasts must be labeled for what they are.

". . . When opinion is expressed in any type of information program—excluding news and news analysis where opinion is not allowed—opportunity for reply is given to the person with whom issue has been taken, or to a responsible spokesman representing an opposite viewpoint.

"An advertiser who sponsors any . . . information program produced by us does not . . . purchase, or in any way gain, any rights to control the contents of the program. . . ."

Following his address, Mr. Paley was presented NARTB's 1954 Keynote Award (see cut) "for his lasting contribution to the American system of broadcasting . . . for his pioneering endeavors as a leader in developing patterns for better programs in news and education and in drama . . . for his steadfast belief in the destiny of the radio and television industry, and for his unselfish contributions to our nation in war and peace, gratefully and respectfully presented by the members of the National Assn. of Radio & Television Broadcasters, Chicago, May 25, 1954."

USE OF FILM AIRED BY NARTB PANEL

AN NARTB standard film contract form should be ready for presentation to members next fall, Harold See, KRON-TV San Francisco, announced last Tuesday at the NARTB Convention. Mr. See is chairman of the association's Television Film Committee whose members appeared as a panel at a film workshop session.

The committee will soon meet with film distributors for conferences on the proposed contract form, Mr. See said.

Various aspects of tv film buying, handling and presentation were discussed by panel members who included Elaine Phillips, WSPD-TV Toledo; Irving Rosenhaus, WATV (TV) Newark, N. J.; Klaus Landsberg, KTLA (TV) Los Angeles; Raymond Welpott, WRGB (TV) Schenectady; Paul Adanti, WHEN-TV Syracuse; Marshall Pengra, KLTV (TV) Tyler, Tex., and Martin Campbell, WFAA-TV Dallas.

Three different policies in the use of film were explained by Messrs. Rosenhaus, Landsberg and Adanti. Mr. Rosenhaus told how his station, an independent in the New York market, bucked network competition by relying heavily on film.

"We borrowed ideas from our radio experience," he said. One idea was to schedule film programs across-the-board, serving a particular daily period for westerns, another for comedies, another for feature films, etc. WATV (TV) has

VERMONT
NEW HAMPSHIRE
MAINE
MASSACHUSETTS
CONNECTICUT
RHODE ISLAND
Boston
Worcester
Springfield
Hartford
Providence
New Haven
Bangor
Fredericton
Concord
Manchester
Lowell
Maine N.H. Turnpike
P Toll Gates

WBZ-WBZA's
BILLION DOLLAR BONUS

In summer four to five million outlanders haul golf clubs, swimsuits, fishing rods and a billion dollars into New England.

Eighty-five percent come by car. They move around . . . scatter through six states to get away from it all. They soak up the sun on Cape Cod's beaches. They scuff up White Mountain trails.

They listen to WBZ-WBZA—the only station they can tune to wherever they drive, wherever they stop in New England. What a golden summertime for WBZ-WBZA advertisers.

That billion dollars spreads all over New England . . . and so does WBZ-WBZA. That's what makes it so wonderful. You can put in a call today and WBZ-WBZA will be combing all New England for your share of this billion dollar bonus tomorrow. The number to call is Algonquin 4-5670. Ask for Bill Williamson, Sales Manager, or your nearest Free & Peters "Colonel."

WESTINGHOUSE BROADCASTING CO. INC.

WBC

WBZ-WBZA • **WBZ TV**—*Boston;* **KYW** • **WPTZ (TV)**—*Philadelphia;* **KDKA**—*Pittsburgh;* **WOWO**—*Ft. Wayne;* **KEX**—*Portland, Oregon*

Represented by Free & Peters, Inc.
444 Madison Avenue, New York 22, N.Y.

been able to obtain high ratings, he said, by giving the audience a particular type of film show at a particular time.

Mr. Landsberg said his station, also an independent in the competitive Los Angeles market, used a combination of high quality film and local live production. In his area, he said, a station had to be selective about its choice of film shows. "Today a B feature picture won't get a rating," he said. An A picture will get a better rating on its second, third or fourth run on the station than a B picture will get on its first.

In the early days of tv, Mr. Landsberg said, the audience would accept inferior features. Today "you have to be selective" in choosing film. He pointed out that "more and more half-hour film product, especially made for television, is becoming available."

Mr. Adanti said that although his station used considerable film, an effort was made to keep an appearance of live programming. "We never use a film without a gimmick," he said. Live announcers always appear at the beginning, end and breaks of a film show.

Make It Look Live

At the request of Mr. Pengra, who said he had read of the situation in a trade magazine (see B•T "Film Features," May 10), Sidney A. Grayson, KMID-TV Midland, Tex., took the floor to tell how he had built a set count in a new tv market from zero to 33,000 in three months by the use of syndicated film programs.

Mr. Grayson said that he had been unable to obtain a network affiliation in the new market and hence went to work locally to sell film programs. KMID-TV now has 72 sponsored syndicated film shows per week, he said.

Mr. Campbell said that WFAA-TV had better luck selling syndicated films, made especially for tv, than selling feature films.

Miss Phillips explained several techniques of buying film and handling it (see B•T "Film Features," Aug. 10, 1953). Film buying can be done in these ways: (1) spot booking for one time only; (2) on series basis for 13, 26 or more weeks; (3) on a long-term basis for a large number of films for a certain number of plays over a specific time; (4) on a cost-per-hour basis, and (5) on a library basis, for unrestricted use of a certain number of films over a certain time.

Seven Ways to Improve

She also made suggestions to improve the handling of film: (1) return film on the same reel and in the same box it came in; (2) keep bicycled films moving; (3) handle film carefully; (4) don't wait until the last minute before notifying the distributor of the late arrival of film; (5) immediately notify the distributor if film has been damaged before receipt; (6) if a station edits film, it should restore it to its original form before passing it on; (7) don't use film on the air more times than have been contracted for.

Mr. Welpott said that WRGB (TV) had been able to attract and keep audiences by serializing film programs. For example, the station runs the first half of a feature film on Tuesday mornings and the second half Thursday. "We have been doing this successfully for three years," he said.

In answer to a question from the floor as to when tv tape will be available and how it will affect present film practices, Mr. See said that telecasters on the West Coast believed that tape will solve many problems, particularly in recording network programs for delayed broadcast at better times. His understanding was that tape might be commercially available within 18 months to two years.

TV WILL BE IN ONLY 325 COMMUNITIES UNLESS DEMAND RISES, HYDE PREDICTS

Acting FCC Chairman praises broadcasters' cooperation and forecasts tv limitation as illustrating that radio 'is and will remain the basic communication medium of the U. S.'

UNLESS demand for stations rises, television will be confined to only 325 U. S. communities, Rosel H. Hyde, acting chairman of the FCC, predicted last Wednesday in a speech at the NARTB convention.

He forecast that limitation on tv localities to illustrate his point that radio "is and will remain the basic communications medium of the United States."

In an address which also reviewed the work of the Commission during the year that he served as chairman, Mr. Hyde said that on the basis of present grants and applications, there will be about 670 tv stations in the 325 markets.

"The interest and attention that have been devoted to television may have obscured the continuing growth and development of aural broadcasting," he said. In the past 10 months, he reported, 114 new am station authorizations were issued, almost as many as new tv grants.

"On the basis of present demand," he said, "television as a medium of local expression appears likely to exist in only 325 communities. By contrast, 1,300 communities have their own local radio station."

He described radio as "a mature industry, relatively speaking, in an electronics age . . . vigorous and growing today, even in the face of competition from television stations."

Television Prosperous

It was true, Mr. Hyde said, that, in general, television had been prosperous. He quoted 1953 FCC figures showing total tv revenue of $430.8 million and total income of $68.4 million before Federal taxes [B•T, May 24]. He pointed out that in 1953 the average pre-freeze tv station had an income of $658,000, and 26 of them had an income of more than $1.5 million each.

However, Mr. Hyde pointed out, there are many problems in the operation of tv stations "and some people have lost considerable sums of money in the attempt." One problem for tv today was that of equipping the public to receive uhf.

"Many tv sets in the hands of consumers and many sets being manufactured and sold in areas where there are operating tv stations using channels in the range 14 to 83 are not equipped to provide reception from transmission on such channels," he commented. "This situation and related problems present a challenge warranting the most serious attention of the entire industry."

Mr. Hyde referred to the uhf hearings which are scheduled to resume this week before the Senate Subcommittee on Communications and said that "various types of regulatory actions are already being advocated in high places, including still another freeze, curtailment of present services, and regulation of the distribution of networks' program." The way of telecasters to avoid such regulatory actions, he said, "is constructive voluntary action."

Mr. Hyde noted that "one of the things which has given broadcasting its vitality is its freedom from oppressive regulatory action." The Commission, he emphasized, "wishes to be helpful" and not to place "a single unnecessary burden upon a licensee. . . . We have no interest in regulation just for the sake of regulation."

As proof of the FCC's desire to make things easier for broadcasters, he cited several policy changes recently invoked at the FCC. These included: adjustment of operator requirements to the needs of modern equipment; approval of remote control operations; extension of all license periods to three years; elimation of "useless" contract filing; elimination of the annual ownership report; elimination of preliminary financial report, and simplification of the annual financial report.

Mr. Hyde warmly complimented broadcasters for their cooperation in the Conelrad project of air defense, which has cost them $2.5 million. In the year the project has been in operation, he said, Air Force tests have shown that it works to minimize navigational information and that coverage has been shown to be adequate in 80% of the cities in the system.

Lauds Conelrad Cooperation

"The broadcasters of the nation have many times been called upon in the past to aid us in problems the FCC could not solve ourselves," he said. "You have always met the challenge successfully. I believe the peak of this cooperation was reached in the Conelrad project."

In opening his address, Mr. Hyde, who was elected acting chairman of the FCC by the members after the expiration of his one-year Presidential appointment last April 18, said: "We have among the notable devices of the FCC what is known as an STA—A Special Temporary Authority. It is under such an authority that I appear before you today, and some of you who have had similar experience may appreciate my position."

COL. HARRY WILDER (c) was selected as the "VIPer" of the year by the U. S. Mission to the European Theatre of Operations, 1945, at its Ninth Annual Convocation at the NARTB convention in Chicago. With him are Clair R. McCollough (l), Steinman Stations Inc., and vice chairman of the NARTB Tv Board, and Judge Justin Miller, who headed the mission and now is NARTB consulting counsel. The tenth anniversary reunion will be held in Washington next May.

GREAT NEWS IN RADIO

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960

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LATEST NEWS FLASHES ON THE HOUR

WEATHER REPORTS

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MINIMUM OF TALK—MAXIMUM OF MUSIC

MUSIC FOR EASY LISTENING

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Write, wire, phone Victorville 5390
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THERE'S NO STRONGER SIGNAL THAN KAVR's 5000 WATTS REACHING THE RICH UPPER VALLEYS OF SOUTHERN CALIFORNIA

PROS, CONS AIRED ON SPORTSCASTING

Officials of sports world talk over gate and rights problems with broadcasters, who claim coverage bans are cutting expansion of game attendance.

EXPANSION of sports attendance to unprecedented records is being halted while promoters and colleges tinker with radio-tv barriers instead of letting these media develop new fans, broadcasters were told Wednesday at the NARTB's annual sports meeting.

The role of the broadcast media in sports and the importance of sports events to stations and networks were tossed back and forth at the industry's Chicago convention by spokesmen for both sides.

In essence, professional and college speakers stated their fears that sportscasting can shut off attendance, if allowed to go uncontrolled. An advertising agency and a university executive, on the other hand, warned that artificial barriers ignore the most persuasive media ever devised by man and are un-American.

George J. Higgins, KMBC Kansas City, chairman of NARTB Sports Committee, presided at the sports session, one of the frankest exchanges of views between the sports and media groups. The meeting helped bring a better understanding of their common problems, it was felt.

Mr. Higgins and NARTB staff officers were guests of National Collegiate Athletic Assn. at its January meeting.

Speakers were Frank Lane, vice president and general manager of the Chicago White Sox; George Trautman, president, National Assn. of Professional Baseball Leagues; Walt Byers, executive secretary, NCAA; Jerry N. Jordan, sports research specialist, N. W. Ayer & Son, and the Rev. Edmund P. Joyce, executive vice president of Notre Dame U.

SPORTS problems of promoters, colleges, and radio-tv were discussed at NARTB's Chicago convention by this sextet. L to r: seated, George Trautman, president, National Assn. of Professional Baseball Leagues; Frank Lane, vice president-general manager, Chicago White Sox; Rev. Edmund P. Joyce, executive vice president, Notre Dame; standing, Walt Byers, NCAA; George J. Higgins, KMBC Kansas City, chairman NARTB Sports Committee, and Jerry N. Jordan, N. W. Ayer & Son.

Sports Do's & Don'ts

A LIST of "do's and don'ts" for sports announcers was given the NARTB Chicago convention last week by George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee (see story). The list follows in abbreviated form:

Do—Build up events, utilize time between actions to build the next game, promote individual stars as well as both teams, stress that the best way to enjoy a game is to be there in person, build the event, not yourself, promote special days and the relaxing enjoyment of games, help sell tickets, invite coaches and players to take part on other programs, maintain year-round relations with sports figures.

Don't—Second guess officials, editorialize instead of describe action, anticipate action but wait until it happens, finally don't talk about bad weather but ignore it.

With Chairman Higgins on the platform were other members of the NARTB Sports Committee, including Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Mich.; John Fulton, WQXI Atlanta; M. C. Watters, WCPO-TV Cincinnati; Robert Tincher, KVTV (TV) Sioux City, Ia.; Robert B. Hanna, WRGB (TV) Schenectady, and Gene Trace, WBBW Youngstown, Ohio.

Mr. Lane recalled how radio had been feared two decades ago by baseball only to have sportscasting excite new fan interest, particularly among women. He claimed minor league baseball faces its greatest hazard in telecasts, reminding that minor team fans are now following major league games.

Pleading for interest in the falling fortunes of the minors, George Trautman, president of National Assn. of Professional Baseball Leagues, fears loss of the game-going habit. "Our quarrel is with expansion of the major league club networks," he said, adding a warning about the fast-developing brewery activities.

Chairman Higgins said the NARTB committee feels radio and tv can revitalize the minors, as radio did in the 30s. He urged every broadcaster to get interested in minor league teams and promote their games 12 months a year.

Father Joyce and Mr. Jordan pointed to the danger of artificial restrictions as they traced the power of broadcast media to stimulate fan interest.

Mr. Jordan reminded that modern conveniences give people more leisure time. Millions will go out to see good sports events, he said, with proper accommodations and promotion. He said he has found in a recent survey on the effect of ticket prices and tax cuts on gate receipts that high-price tickets are easy to sell but cheaper tickets are in poor demand.

"Nobody can restrict the growth of radio and tv," he said. Fully 98% of homes have radio and 60% have television, he said, with tv saturation to reach 90% in 1957. He recalled a statement by Comr. Bert Bell of the National Football League lauding plans to telecast Canadian professional games next autumn.

Both radio and tv can do a power promotion job at the local level, according to Mr. Jordan. He criticized local blackouts and charged they drive people to other sports. Only a fraction of college students attend their own games, he said. The policy of boxing promoters in scattering tv originations is smart, he said in urging local promotion.

"When tv came, radio started to develop the gold mines in its back yards," he said, noting also that hometown sports are the best programming a station can get.

Scores NCAA

Father Joyce called tv "one of the most awe-inspiring devices ever created by man." He charged NCAA is reactionary in its control of football.

"No college has dropped football because of television," Father Joyce said. He predicted NCAA's plan will fail because it is enforced by "boycott threats," answering Mr. Byers' claim that NCAA's restrictive policy is enthusiastically supported by most colleges.

"Intercollegiate football is in the entertainment business," he said, "but remains a wholesome sport providing entertainment for many people." He said NCAA has no monopoly on Saturday afternoon entertainment. Networks, he added, are planning to remove the vacuum around football games with Canadian games as well as other forms of programming.

He answered charges that Notre Dame would endanger all college football by saying that it stays out of bowl games and that money never governs the university's policy on athletic programs.

"For every fan lost," he continued, "two or three new fans will be attracted to football by the glamor of champions." He regretted that NCAA is "stifling competition" in a field that thrives on a fierce competitive spirit.

Mr. Byers said National Opinion Research Center data showed how tv is hurting college football and claimed most lawyers "are behind our position" in regulating telecasts. He said NCAA is not "wedded to the game-of-the-week idea" but feared the "21-inch alumni" who watch games at home.

WFMJ-TV

has completed its

1015-ft. tower

and will begin operating

Tuesday, June 1.

on its new frequency

Channel 21

On or about June 30 WFMJ-TV will begin telecasting with its new 12½ kilowatt RCA transmitter.

WFMJ-TV

Youngstown, Ohio

NBC
Network

Headley-Reed Co.,
National Representatives

DELEGATES HEAR PRAISE FOR CODES

Meagher, Fetzer report on progress of both radio and tv standards of practice agreements. Shafto and Quarton join the tv code board.

OPERATION of two fair-practice codes, with voluntary enforcement, has greatly reduced public criticism of radio and tv, and at the same time has led to improved program and advertising practices, NARTB members were told Wednesday at the Chicago convention.

John F. Meagher, KYSM Mankato, Minn., chairman of the radio Standards of Practice Committee, reported on recent changes in that code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Code Review Board, reviewed progress in enforcing the video standards. Mr. Meagher was recently elected an NARTB board member and becomes radio vice president of the association June 15.

Two new members of the tv code review board were announced—G. Richard Shafto, WIS-TV Columbia, S. C., and William B. Quarton, WMT-TV Cedar Rapids, Iowa. They succeed Walter J. Damm, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore, who retired after serving since the board was formed two years ago. Under code rules they were ineligible for re-appointment. Continuing on the board are Chairman Fetzer; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

First meeting of the new board will be held June 21 in Washington. Mr. Shafto is a three-decade broadcaster and was active in early writing of radio standards. He is BMI board chairman, elected last week. Mr. Quarton has served as an NAB board member and has taken a leading role in industry affairs.

Outgoing Members Lauded

Mr. Fetzer lauded services of the two outgoing tv code board members. He said about 800 comments on tv programming and advertising practices have been received by the board in its two years, most of them negative. Some came from telecasters, he commented. All complaints were carefully considered by the board or by Edward H. Bronson, director of code affairs for the association, he said, and added a tribute to Mr. Bronson's public relations work on the project.

Charges that the code is unworkable were refuted by the chairman. He said the American Assn. of Advertising Agencies has shown interest in the code and has officially approved it.

Mr. Fetzer disclosed 225 stations and all four networks are subscribers, a gain of over 100% in a year. He regretted about 30 NARTB member tv stations are not subscribers, which he felt could hardly be ascribed to a net cost of $12.92 a month. He called for wider display of the seal, especially at good hours.

The chairman said operation of the tv code was an important factor in legislation aimed at controlling advertising and also had brought about a sharp reduction in tv complaints filed with the FCC.

Mr. Meagher opened his report with a brief review of radio codes since the first was adopted in 1937, tracing their need to the influence of radio in the home. He showed the interrelationship between the radio and tv codes, crediting the former with having simplified the task of writing a set of television standards.

Recent revisions in the radio standards were designed to simplify adherence to their provisions. He recalled a plan, quickly rejected, to eliminate time standards for advertising copy because competition "had enforced too many departures from these minimum recommendations."

As finally revised a few months ago, he said, the radio standards have been adapted to industry developments, with quality and proper integration of advertising copy adjudged as important as measurement in time. Broadcasters are cautioned to keep abreast of the integrity of advertisers and their claims. The placement of copy in relationship to other programming and advertising considerations is deemed important.

Further changes will come in the radio standards as the industry develops, he predicted. He urged a re-reading of the creed, with its dedication to the principles of democracy and free enterprise.

Medics Satisfied

"WHITE-COAT" complaints of the medical and dental professions, once the cause of concern in those fields, have been diminishing through operation of the NARTB Television Code, it was learned Wednesday at the Chicago convention. (See code story.)

NARTB's code staff has kept in close touch with American Medical Assn., American Dental Assn. and American Nurses Assn., according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., Tv Code board chairman.

Monitoring activity under direction of Edward H. Bronson, NARTB director of Tv Code affairs, indicates disclaimers such as "a dramatization" ribbons are used when white-coats appear in commercials.

Dr. George Lull, secretary-general manager of AMA, and Dr. Lon Morrey, editor of ADA's official journal, voiced their satisfaction at the industry's cooperation during a convention conference. The professions at one time voiced heated complaints because talent portrayed medical roles in commercials.

Arthur Church Named Radio Pioneers Head

ARTHUR B. CHURCH, KMBC-AM-TV Kansas City, Mo., will serve as president of the Radio Pioneers for 1954-55, succeeding Paul W. Morency, WTIC-AM-FM Hartford, Conn.

Mr. Church was introduced during the 13th annual Radio Pioneers dinner at the NARTB convention at the Palmer House in Chicago last Wednesday.

Highlight of the banquet was the presentation of the 1954 "Hall of Fame" award to the family of the late John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, until his death in 1950.

Mr. Gillin was the first practical broadcaster to win the "Hall of Fame" award. The scroll was presented to his son, John J. Gillin 3d, by William S. Hedges, NBC vice president, who paid tribute to the late Mr. Gillin "because of his insistence upon good ethics and sound economics as the basis for the growth and usefulness of radio and television in the public interest." Referring to Mr. Gillin's 14 years service on NARTB committees and board, Mr. Hedges spoke of him as a "genuine zealot in laboring for his chosen industry."

Principal address of the evening was delivered by Syed Amjad Ali, ambassador of Pakistan, who recounted some of his observations on American radio-tv while in this country, and discussed prospects for development of the broadcast media in Pakistan.

Five citations were given to living leaders for special contributions, with Robert Saudek, Ford Foundation Tv Workshop, and Dr. Charles B. Jolliffe, vice president and technical director of RCA, receiving theirs in person. Others cited were commentator Lowell Thomas, who will accept the award at a Pioneers' dinner in New York this fall; Raymond A. Heising and Lloyd Espenchied, both Bell Telephone Labs [B•T, May 17].

A special letter of commendation from former President Herbert Hoover was read. It singled out FCC Chairman Rosel H. Hyde, Comr. George E. Sterling and the Radio Pioneers. Mr. Hoover, then Secretary of Commerce, helped organize the original Federal Radio Commission.

Other officers elected at the dinner were Raymond Guy, NBC, first vice president; Victor Diehm, WAZL-AM-FM-TV Hazelton, Pa., vice president; John Patt, WJR Detroit, vice president; Lewis Avery, Avery-Knodel, secretary, and Charles A. Wall, BMI, re-elected treasurer.

Spokesmen Debate Coverage Rights

Most members of a 'Freedom of Information' panel feel radio-tv should be allowed access equal to that of newspapers, but Victor A. Sholis of WHAS-AM-TV Louisville says fairness to a defendant in court might overrule radio-tv.

THE RIGHTS of broadcasters to cover public hearings on a par with newspapermen were debated by key spokesmen of the industry at the "Freedom of Information" session of the NARTB convention last Wednesday.

The one point on which all panel members appeared agreed was that broadcasters must live up to their admitted sense of responsibility in covering such hearings.

There was some disagreement as to the rights of radio and tv in covering court proceedings. While most of the panel members insisted that broadcasters with their cameras and microphones are entitled to go wherever reporters with pens and pencils are allowed, Victor A. Sholis, WHAS-AM-TV Louisville, contended that fairness to a defendant in a court proceeding might overrule broadcast coverage.

Further, he said, the regular radio-tv sponsor might suffer from interruption of his regular program to present such special programs, since the sponsor needs (or otherwise would not buy) the advantage of regular commercial appearances.

These views, he made clear, should not be construed to mean that he opposes "freedom of access" to information by radio-tv representatives.

P. A. (Buddy) Sugg, WKY Oklahoma City, reported on his station's success in covering

GREAT SCOTT!

WPTZ TV NOW REACHES 6,390,000 PEOPLE!

They're spread over four states, 15,000 square miles. They're the farmers of Lancaster County . . . the miners in the Anthracite Belt . . . the vacationists in Atlantic City . . . Philadelphia's millions. WPTZ is their center of attraction. It's peak-powered at the low end of the band . . . delivers a clearer, stronger signal to more people over a wider area than any other television station in Pennsylvania.

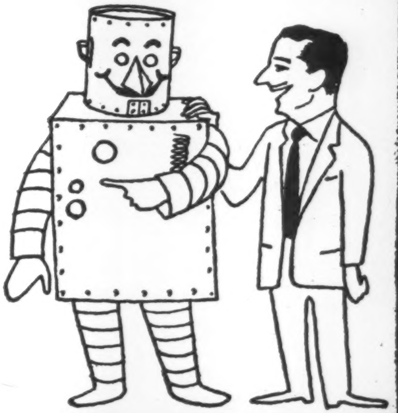
It's a picture worth looking into.

Call us here at WPTZ, Architect Building, Philadelphia 3, Pa. . . . phone Locust 4-5500 . . . or get in touch with your nearest Free & Peters "Colonel."

SCOTT'S GREAT, TOO!

Alan Scott's

"Let Scott Do It"
9 AM to 10 AM daily



Alan Scott, Philadelphia's outstanding TV personality, now presides over Philadelphia's top-rated morning show on WPTZ and the new afternoon "Scott Spotlight."

He places your name alongside such sales-minded advertisers as Penn Fruit—General Foods—Lipton's—Morrell Meats—Oakite—Pillsbury and others. Availabilities on request.

WPTZ
CHANNEL
3

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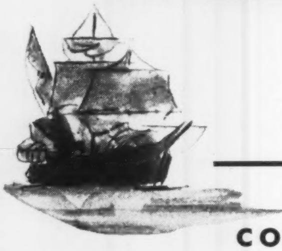
KDKA—*Pittsburgh;* WOWO—*Fort Wayne;*
KEX—*Portland, Oregon*

Announcing a new BMI *program series*

THE AMERICAN

From the age of discovery to the age of the atom



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As a positive affirmation of faith and love for the land in which we live, this program series has been conceived and prepared by BMI in association with the Society of American Historians and outstanding contemporary authorities on American History.

Each 15-minute program consists of a single narrative by a noted historian who is expert in the period or subject.

Sixty scripts are already in work and other programs in this continuing series are being scheduled.

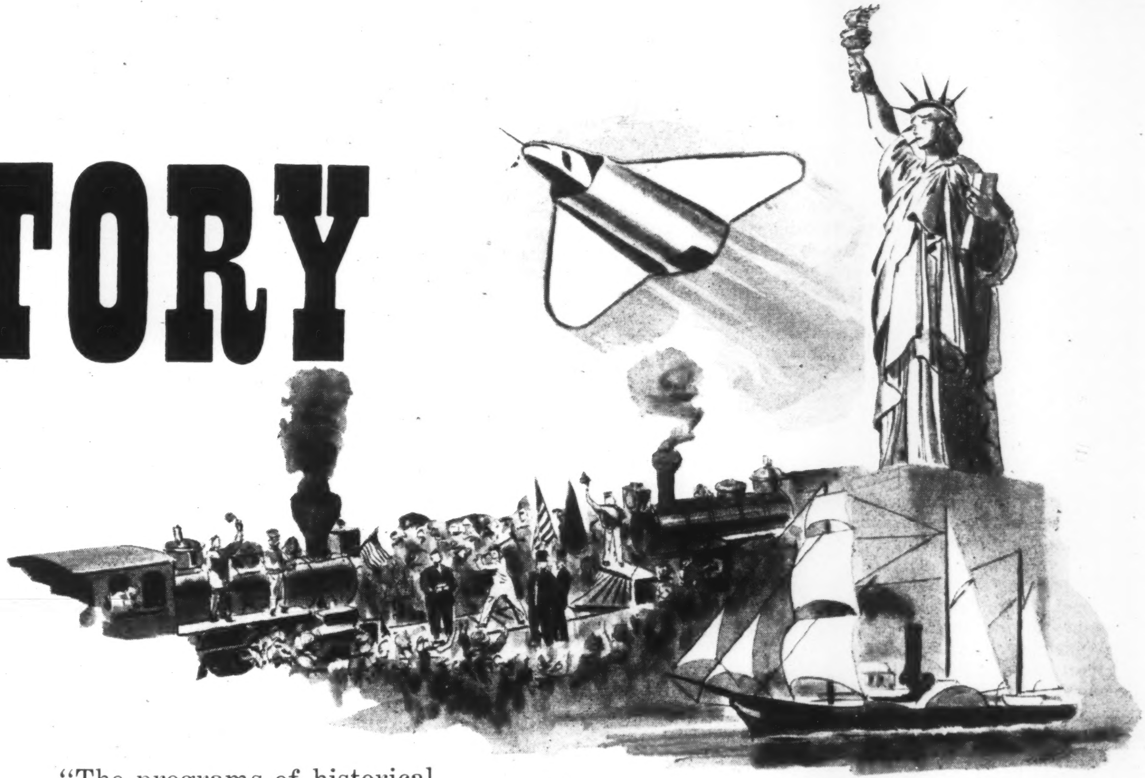
These programs are designed for presentation by one voice. The music cue sheets, to be supplied with each mailing, list the currently available recordings and published music to be used to emphasize and highlight each story.

Broadcasters can call upon their local, county and state historical societies to work with them in presenting similar programs of local historical interest to parallel "The American Story."

The series is available without cost, of course, to every broadcaster in the country.

Sample scripts and full details of "The American Story" will be mailed to all Broadcast Licensees of BMI shortly. Watch for this material.

STORY



"The programs of historical broadcasts undertaken by the Society of American Historians and Broadcast Music, Inc. is intended to give the listening public a better sense of orientation . . . these programs will throw bright rays of light upon the rich tapestry of American weaving . . . to use Daniel Webster's metaphor, the mariners tossed at sea under long days of storm seize the first moment of calm to get their bearings from the eternal stars. Once more mankind has emerged from a fearful tempest. Once more it needs to study the compass and turn its glasses upon Arcturus . . . these significant pieces of American history, told with drama, color and expertness by half a hundred leading historians will illuminate our national record."

Allan Nevins,
Columbia University
President, Society of American Historians

"The American Story" is another important BMI Program series which joins such features as the Concert Music Series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

One of the outstanding contributions to radio
roadcasting in the United States . . . must be con-
idered a significant step forward in popularizing
istory on a high cultural level."

Graydon Ausmus
President, National Association of Educational Broadcasters

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

both the state legislature and the courts. In court cases, he said, WKY-AM-TV have found that coverage of details makes for tedious listening and watching, and that, accordingly, the stations in such cases present the judge's charge to the jury and the sentencing of the defendant when found guilty.

E. R. Vadeboncoeur, WSYR Syracuse, maintained there is only one position for a broadcaster to take—that is, that wherever a newspaper reporter is allowed to go, radio and television also should be permitted to go. He cited the Army-Sen. McCarthy hearing as evidence that television can contribute constructively to public proceedings by making audiences fully aware of what is going on.

Broadcasters have certain responsibilities, he conceded, but he maintained that they have demonstrated over the past quarter-century that they can meet these obligations.

Judge Justin Miller, former head of NARTB, stressed the importance of broadcasters' maintaining the dignity of the courtroom or else risking loss of the right to coverage.

In the same vein Richard Harkness, NBC newsman, pointed out that radio-tv coverage of congressional committee sessions depends upon the wishes of the committees involved, while Basil Walters, of the Chicago *Daily News*, gave his support to the idea that radio and television are entitled to go wherever newspaper reporters are allowed to go, because "the public must have the right to sit in on public business."

Other participants in the "Freedom of Information" session included Gerald W. Johnson, WAAM (TV) Baltimore commentator; Lawrence Spivak, moderator of *Meet the Press*, who conducted the discussion, and Edgar Kobak, WTWA Thomson, Ga., who presided.

NARTB Offers Uhf Hearing Testimony

Fellows wires committee, requesting appearance at resumption June 3. Vhf telecasters rally forces independently to present their side of story.

THE NARTB last week asked to appear before the Senate Communications Subcommittee at uhf hearings to be resumed this week, and a group of vhf telecasters, acting independently of the association, hired special counsel and planned to seek an appearance to round out what up to now has been regarded as relatively one-sided testimony (also see story, page 77).

In a wire to Sen. Charles E. Potter (R-Mich.), chairman of the subcommittee, Harold E. Fellows, NARTB president, said the association "can offer factual material of pertinence to a complete record in this matter."

Mr. Fellows asked that he and A. Prose Walker, manager of the NARTB engineering department, be the first two individual witnesses to appear when the hearings are resumed June 3. His reason for requesting the opening position, he said, was because "the presentation would relate to factual and statistical information pertaining to the television broadcast industry in general."

Mr. Fellows' telegram was sent at the direction of the NARTB Television Board which held a special session in Chicago last week to discuss intervention in the hearings.

Meanwhile, several prominent vhf telecasters—all attending the NARTB convention but acting outside the association—informally organized a group to participate in the hearings. Their reason for independent action was to retain a wider latitude in testimony than will be possible for the NARTB, which represents all kinds of stations. Representatives of the independent group said, however, that it would not be confined to vhf stations. Vhfs, uhfs and applicants for either kind of station will be invited to participate.

Two of the principal figures in the organization of the independent group were Harold Hough, WBAP-TV Fort Worth, and P. A. Sugg, WKY-TV Oklahoma City. After preliminary discussions with several other vhf operators, Mr. Sugg asked Theodore W. Pierson, Washington attorney for his station, to fly to Chicago for a conference Tuesday.

At the conference it was decided to hold a further meeting, at which organizational procedures will be discussed, at Mr. Pierson's Washington office today (May 31). Other telecasters at the Tuesday meeting in Chicago included Otto Brandt, KING-TV Seattle; Richard A. Moore, KTTV (TV) Los Angeles; Jack Harris, KPRC-TV Houston, and Victor A. Sholis, WHAS-TV Louisville.

AT THE OPENING session of the 32d annual NARTB convention, Henry B. Clay (l), KWKH Shreveport, chairman of the association's membership committee, reports membership at a record 1,836 (1,131 am, 258 tv, 330 fm, 117 associate members). Behind him is Kenyon Brown, KWFT Wichita Falls, convention committee chairman.

Stanford Terms Radio 'Companion' to Nation

Publisher tells broadcasters they should develop their strengths, not cut their rates.

RADIO "was, is and will be the inseparable companion of the American people," is unique in its reach, and "I think it's wicked to fall back on cutting prices," Alfred Stanford, publisher of *Boats*, formerly with the Bureau of Advertising of the American Newspaper Publishers Assn., and previously associated with Benton & Bowles, told the NARTB convention last week.

In the principal address at a Wednesday session devoted to the Alfred Politz Co. radio survey, underwritten by the stations represented by the Henry I. Christal Co., Mr. Stanford told the broadcasters that "in radio you have something to sell that is the only thing of its kind—and that uniqueness just happens, most fortunately, to be the very quality that adapts it so perfectly to American life."

He said "radio's opportunity for the future lies not in debating how much cheaper you can offer your medium, but from learning all you can about its strengths, building your programing to capitalize on those strengths, and selling it on the basis of how effectively it serves the public.

"Any medium important to people is indispensable to the advertiser."

Stanford Urges More Research

Urging more research on radio, Mr. Stanford said that "all I can see that's happened in the strategy of selling radio is the defeatist notion that perhaps you ought to sell it a little bit cheaper. If what you as merchants and as salesmen make of your product is a bargain, it is the ultimate stupidity. For then the only way you can improve the product is to cut the price some more."

He said radio offers "an opportunity that a companion has, a friend has—to suggest, to persuade, to interest and to convince. This is the true qualitative side of radio—all but lost in an unending attempt on the quantitative side with ratings which satisfy no one and can be so misleading. Let's get out of the numerical jungle of program ratings which buyer and seller alike have been unhappy with, and consider selling based on the great qualitative values I've been talking about.

"Now documented by research, they are not just pie in the sky. This Politz study you have been considering—so courageously undertaken by those 11 great stations—could be just a beginning. It has only scratched the surface. It shows clearly scores of new avenues for this versatile and unique radio medium opening up for your exploration and the advertiser's use."

Mr. Stanford noted that other media have discovered investment in research is "ridiculously small in the light of its possible rewards," and that "in contrast to a strategy of price cutting, the dollar advantage of good research, good promotion and creative selling can be overwhelming."

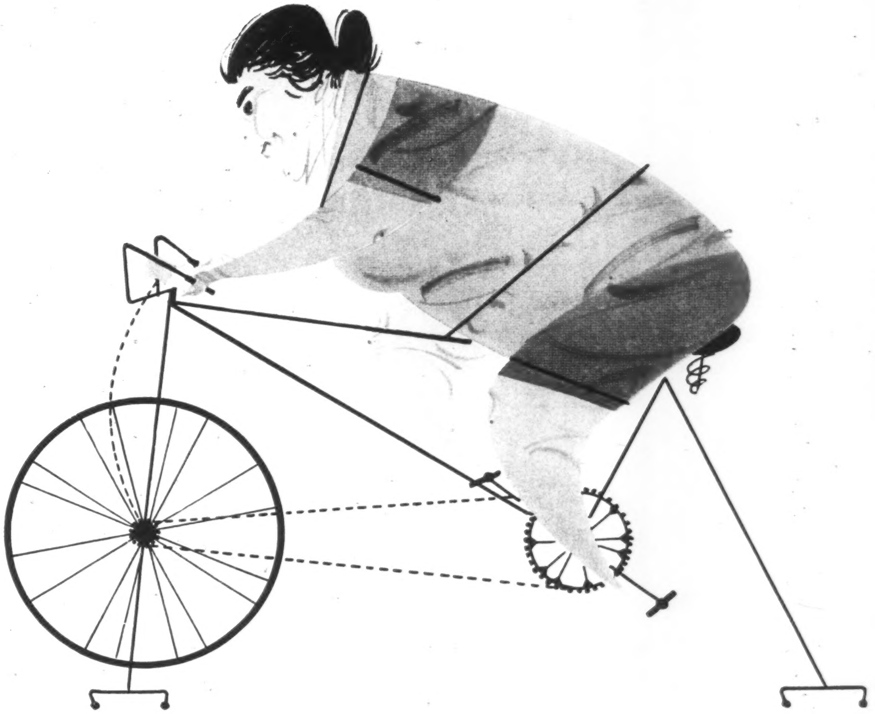
He said that "I suspect advertisers have underestimated the potentialities of radio as a service medium." He pointed out that listeners, asked in the Politz study where they would turn for information if threat of war impended, said "overwhelmingly" they would rely on radio.

"With a service medium of the immediacy and intimacy of radio," he continued, "it's a shame to see how far ahead of the proprietors the consumers have gone in their dependence on radio as a medium."

Mr. Stanford was presented by G. Richard Shafto, WIS Columbia, S. C., chairman of the NARTB Radio committee, who outlined the background of the Politz study and said that, in the past, no medium has been researched so much as radio and none has suffered so much at the hands of research. He called the Politz study "one of the most valuable tools that has been given radio in the past year."

BMI Receives Award

SPECIAL award for BMI's radio series, *The Book Parade*, was presented at an NARTB convention luncheon last week. Carl Haverlin, BMI president, accepted the award. The series was written by George Jennings, radio-tv director of the Chicago Board of Education. Mr. Jennings thanked broadcasters for their donations of time, talent, advice and assistance to educators.



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***W**antmanship* is as inside as an urge. It's the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-A, Atlanta, not only creates the wants but also *merchandises* with you to the point-of-*sold*. ***W**antmanship* explains why the Crosley Group makes more sales faster, *at less cost,* than any other medium or combination.

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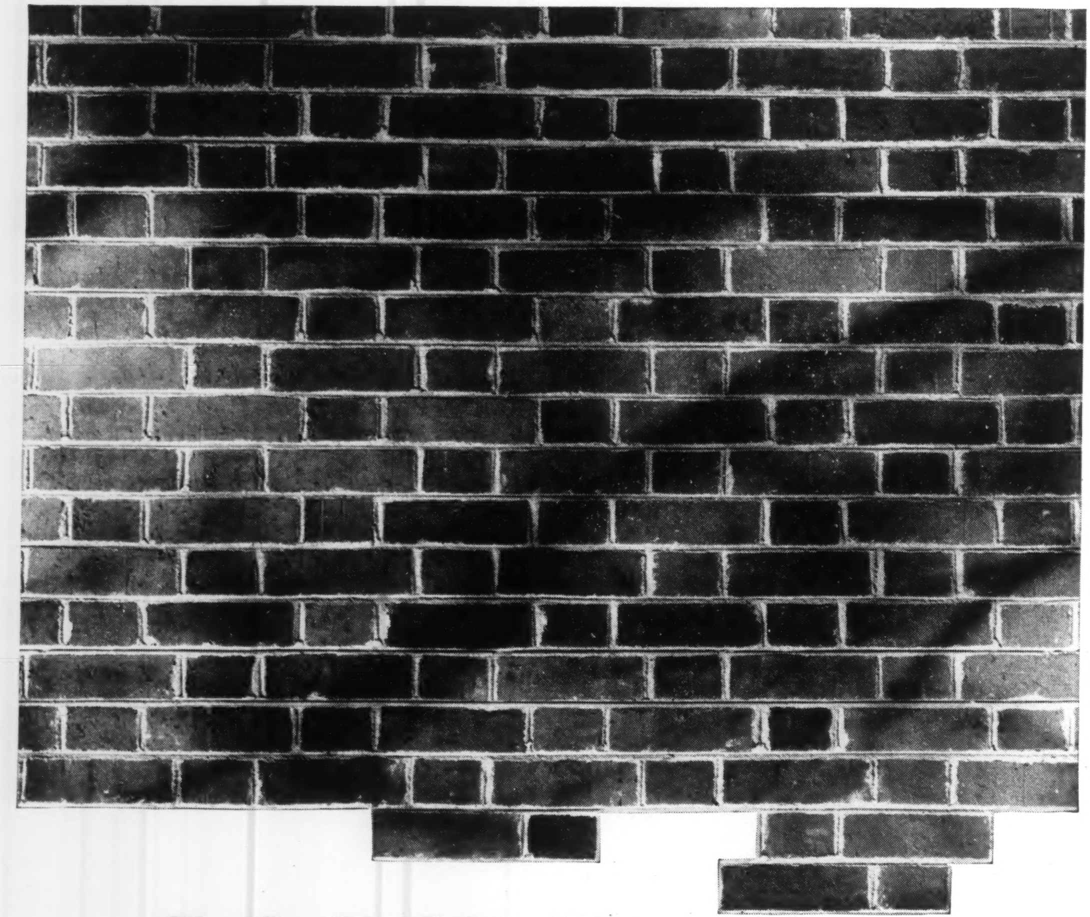

The South's Golden Dirt

A golden belt of clay and shale crosses the Prosperous Piedmont. It is converted into payrolls and profits by a growing burned clay products industry. Enough brick are produced in this area each year to stretch across the continent 23 times. North Carolina brick are used to build homes, offices and factories from Maine to Florida.

Modern brick plants help pad payrolls for the 1,700,000 people in WFMY-TV's 31-county coverage area of North Carolina and Virginia. Industry and agriculture combine to give people in the Prosperous Piedmont over 2 billion dollars to spend each year.

WFMY-TV has been selling products in the Prosperous Piedmont since 1949. Let your H-R-P man tell you the profitable sales stories of products teamed with WFMY-TV.

You can strike gold, too, in the Prosperous Piedmont. Call your H-R-P man today.

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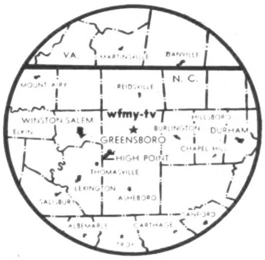
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DIRECTIONAL STATIONS MAY TEST REMOTE CONTROL—PLUMMER

Experimental data should be compiled, FCC Broadcast Bureau chief tells NARTB engineering conference, looking toward petition for regular remote control operation for high power and directionalized outlets. Other engineering problems are reviewed.

IRWIN L. ABRAHAMS of General Electric shows representatives of Storer Broadcasting Co. how one man with GE's Chromacoder, new color conversion device, performs all the necessary adjustments needed for studios and GE field sequential cameras in a live talent show. L to r: Leonard Spragg, Storer; Mr. Abrahams; Glenn Boundy and Clemens X. Castle, Storer, and J. M. Comer, GE.

DIRECTIONAL or high power stations may obtain permission from the FCC to conduct remote control system tests providing they signify their intention of retaining a first class operator on duty, Curtis B. Plummer, chief of the Commission's Broadcast Bureau, told NARTB engineering delegates last week.

Mr. Plummer said FCC does not contemplate giving any one station an economic advantage over another by eliminating the need for keeping such an engineer on duty as it did in connection with fm.

Mr. Plummer made known his views in answer to a question from the floor during a session of the eighth annual NARTB engineering conference last Thursday. He expressed his views in connection with a discussion on "push-button" electronics, specifically remote control techniques.

Question was raised as to whether the Commission would authorize stations using directional antennas and those with higher than 10 kw to operate by remote control on an experimental basis.

Mr. Plummer said stations could receive permission simply by wiring the Commission but felt broadcasters should compile sufficient data and results looking toward a petition for remote control extension. Quite probably, this could be channeled through NARTB, which originally petitioned FCC in 1952, it was indicated. FCC subsequently authorized remote control (last year), changing its rules. Mr. Plummer said the Commission did not intend, on its own, to initiate rule-making on remote control extension.

Plummer Talks on Allocations

"Economic and technological development may be impeded in substantial measure" unless the radio spectrum is able to accommodate demands made upon it, Mr. Plummer also asserted in a prepared talk on "allocation philosophy." Over 400 radio-tv engineers were registered for the session. Mr. Plummer spoke along with NARTB President Harold E. Fellows and other industry executives. Mr. Fellows outlined the responsibilities of engineers in the electronics art.

Mr. Plummer urged industry to "turn our well known American ingenuity and energy to the work of wringing from every available kilocycle its last drop of usefulness."

Noting a frequent cry for more frequencies in the broadcast industry, Mr. Plummer categorically claimed that none of the broadcasting services today are operated whereby the "greatest amount of information is conveyed per kilocycle per square mile of territory served."

Mr. Plummer cited studies showing important gains could be realized by limiting the maximum frequency of modulation. He stated:

"You may argue that such limitations would seriously degrade the quality of programs transmitted by broadcasting stations. However, you must agree that the effect will not be noticeable on network programs which in most part are already restricted in band width by land line limitations."

Mr. Plummer observed that receiver selectivity and spurious responses are matters "of concern" to the Commission and broadcasters alike. The use of receivers with adequate performance should be encouraged, he added.

Use of as small a span of frequencies as possible could result in a reduction in channel-spacing or revision of adjacent channel ratios. Under proper engineering conditions, Mr. Plummer said, "this would result in more and better distributed broadcast service."

Mr. Plummer also described as "constructive" proposals involving multiplexing techniques for fm, and added that its use by am broadcasters is a "further possibility." He continued: "An allocations system selected to give the largest number of miles of coverage per channel has the fundamental basis for an efficient system."

By properly staggering the assignment pattern from channel to channel, we "are on the way toward the achievement of the primary objective of the allocation—at least one tv or fm service for all of the people of the United States." Nor does the plan greatly hamper development of service in areas where channel demands are heavier and more immediate.

Mr. Plummer also cited community antenna systems as one means of increasing channel efficiency and felt effective utilization of tv booster or satellite stations might improve the coverage efficiency of tv channels, particularly in uhf.

Exchange of Ideas

Delegates met with station managers during the conference-convention to exchange views, and also devoted attention to millions of dollars worth of equipment, ranging from lapel microphones to high-power vhf-uhf transmitters. An engineering reception was held Tuesday evening.

Engineering delegates also were told that:

- National color tv is "coming at a headlong rate—in terms of equipment for stations and production of colorcasting receivers.
- Color television can be a "failure" if engineers are unable to "meet the challenges" of devising high performance and low-cost equipment.
- Viewers will see better black-and-white pictures even though they may not convert to color.
- FCC's judgment in authorizing remote control station operation has proved "sound," and was inevitable from the start because of many factors, some of them reflected in the promise of a "push-button" era of electronics.

Speaking on "Save a Seat for the Engineer," Mr. Fellows told a Wednesday afternoon session that radio has "done little" to pay tribute to broadcast engineers. Noting increased public interest in high-fidelity reproduction, he remarked:

"I have no quarrel with recordings and transcriptions, but let's not forget that they cannot be played 500 times without a certain amount of wear taking place which adds to the surface noise."

The engineers' first job, he claimed, is to assure that potential audiences receive a quality signal. Mr. Fellows also stressed economic aspects of station management. He said the engineer should know figures "in terms of dollars and cents" as they apply to all end products at any station.

"But correct economic decisions cannot be intelligently made without management knowing in advance *what* is going to wear out *how* soon," Mr. Fellows asserted.

The NARTB president called for a sound, well-rounded program for replacement, depreciation and maintenance.

Mr. Fellows described the engineers' second job as that of adequately presenting his side of the picture. He described the theory that "there are no more problems left in radio broadcasting," a theory that has "neglected the economics of our industry—still young, still growing, and still in need of more simplified equipment and more efficient procedures."

Mr. Fellows also called on engineers to "take a fresh viewpoint" and improve their "human relations." He urged them to develop an ability to communicate technical terms to the layman.

An unwillingness to compromise with management on equipment needs and budgets "can only harm the engineer's profession and his own particular standing," Mr. Fellows said, referring to complaints he had heard.

Opening the broadcast engineering session Tuesday, A. Prose Walker, NARTB engineering manager, told delegates he felt the tv tube problem probably will be resolved by the time of next convention. He said engineers will have to learn fundamentals of the new colorcasting art to meet job demands. He predicted some 130 stations in nearly 100 cities would be color-equipped by year's end.

Howard C. Gronberg, member of NBC's tv technical operations staff, observed that stations bent on color must utilize higher-performance equipment to send signals. He described test procedures at a Wednesday session.

Review of test equipment was given by John W. Wentworth, RCA acting chief for the tv terminal engineering group, who stated:

"As continued progress in the color television art brings about the need for further specialized instrumentation, the ingenuity of the industry's design engineers may be relied upon to produce the required equipment."

Appreciable interest was shown in "push-button" electronics, with approval of remote control station operation. Thomas W. Forget, plant manager, Rust Industrial Co., attributed the inevitability of remote control devices to more efficient use of manpower and scientific strides. He observed: "It is no wonder that [this] principle . . . with its greater convenience, its safety and its economy, should have been applied to radio broadcasting transmitters."

Mr. Forget noted "considerable interest" in development of equipment for remote purposes —for directional stations and those with higher than 10 kw power. He felt the directional aspect poses a "more complicated problem" and each case should be judged on its own merits. He also noted instances where two- and three-tower stations—and, of course, with no critical phasing problems—operate all night with no reference to the directional antenna system. These outlets, he continued, can readily adopt themselves to remote control.

Same Principle

Claiming adherence to four standards—planning, organization, measuring and integrating—Willard J. Purcell, engineering manager, General Electric stations, made the point that the same economic principle applies equally to the large tv station and the 250 w radio outlet. The concept of management has changed gradually through the years, and along with it, the engineer's responsibility in station operation.

Other topics included pre-recorded broadcast methods, fm multiplexing, and FCC's allocation policy, along with technical papers on the image orthicon concept of camera and vhf-uhf coverage measurements.

Engineers were urged to use discretion in buying color tv equipment now "to avoid costly mistakes later." John H. Roe, RCA tv camera equipment group manager, pointed out that "as sponsors and agencies become more critical, they will demand better and better color pictures."

Ronald E. Connor, equipment engineer, Eastman Kodak Co., cited the role advertisers will play in colorcasting. He said that "before long, your local advertisers will be so impressed with the terrific punch of color commercials that they will want color tv of local origination."

Ralph Evans, Eastman's color technology division, explained certain deception in forms and shapes on color, utilizing slides, while Robert E. Shelby, NBC color tv development systems, noted that engineers already familiar with black-and-white will pick up color rapidly. Reid R. Davis, NBC technical operations supervisor of color, discussed lighting, makeup and set.

ADVERTISERS CITE RADIO'S MUSCLES

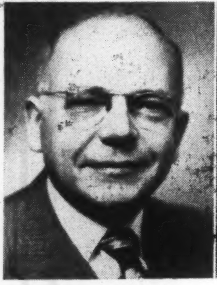
BAB sessions told by major broadcast clients that radio is 'greatest mass medium of them all.' To prove it they tell of their own radio successes.

RADIO broadcasters took it on the chin Thursday from a group of advertising executives who addressed the Broadcast Advertising Bureau session winding up the NARTB convention agenda. They were chided by radio buyers who said they didn't know or appreciate their own media muscles.

MR. CORSON

Barney Corson, advertising manager of Tidy House Products Co., served as pace-setter for a series of radio success stories. He joined five other advertisers in telling broadcasters to take a look at their kilocycles and their audiences, and then start telling their sales stories to prospective sponsors.

Kevin B. Sweeney, BAB president, wound up the session by telling broadcasters to improve their selling in order to double their business, and their profits, too, in the next 24 months. He said they need more salesmen and should pay them more, with emphasis on incentive pay.



MR. CAPPELLE

MR. SANDERS

MR. CAPERTON

MR. FURNISS

Tidy House's Technique

Mr. Corson told the BAB group how Tidy House has grown from $10,000 gross in 1940 to over $7 million last year, starting with one radio station and increasing to 68 plus several tv stations. Despite arrival of tv, he said, "you still have the greatest mass medium of them all."

Clayton R. Sanders, director of the $55 million Peoples Drug Store chain, headquartering in Washington, D. C., said the chain has shifted its advertising to radio dominance in the last several years, using 91 newscasts per week or a total of 358 commercials each week, counting drugcasting. Peoples uses four tv hours and 10 tv spots per week and a schedule of nine newspaper pages in three Washington papers.

He listed such radio advantages as flexibility, with changes in commercials possible within a few minutes, if necessary.

A. H. Caperton, advertising manager of Dr. Pepper Co., listed one of radio's advantages as its ability to reach a moving target, the youth of America which he called "a market always on the move," constantly growing as the millions of portable and auto sets increase.

He said, too, that radio reaches "the lady of the house" and added that bottlers are investing a record number of dollars in the medium. Calling radio Dr. Pepper's No. 1 medium, he said, "No other form of advertising seems to reduce the 'not covered' areas to a minimum like radio."

Oliver B. Capelle, advertising manager of Miles Labs., second largest radio user in the nation, said in the last 20 years Miles has invested more money than in all other media put together. Quit looking at the past, he told broadcasters, "and start blowing your horns." He said radio listening totals 126 million hours per day and "it's absurd to worry about inroads of other media." He said one of the Miles radio programs has 2% more listeners than a year ago, with the cost of delivered commercials coming down. "Our best program has 10 million listeners," he said, and "our smallest audience is 6 million."

Mr. Capelle concluded, "We have more confidence in radio than broadcasters themselves. The great medium we call radio will remain as potent in generations to come as it is May 27, 1954."

James P. Furniss, assistant vice president, Citizens & Southern Bank, Atlanta, Ga., which accounts for 25% of all deposits in the state, said the bank chain spend 36% of its budget in radio, more than any other medium. Radio is flexible and will continue "to get our favor in cities with over a half-million population down to ones with less than 10,000. It's that flexible," he said.

Charles C. Caley, BAB chairman of the board, said BAB has grown in three years from a $200,000 operation to $700,000, with an $800,000 target. He said radio "has added 12 million places to listen in the past two years," and listed BAB sales and research achievements.

POPPELE ASKS FOR KINES TO USE IN OVERSEAS TV

New Voice of America chief asks telecasters for special kinescopes showing common interests of United States and other nations.

COOPERATION of tv broadcasters in helping the Voice of America to show the "common interest of the United States and other nations" by providing special kinescopes was asked last week by Jack R. Poppele, new VOA director, at the NARTB convention.

In a luncheon address before engineering and management delegates—his first public address since assuming office—Mr. Poppele discussed the future potentialities of overseas television and sought domestic support on two scores:

(1) Kinescopes or film of local events or other feature items shot within immediate areas of stations, which might provide such a service perhaps once a year.

(2) Kinescopes or films of foreign leaders whose addresses are not scheduled for tv broadcast, for shipment to countries overseas. He also urged close liaison with independent tv outlets on their material.

Mr. Poppele, who was introduced by Judge Justin Miller, NARTB legal counsel, also lauded the radio-tv industry for its past aid and recounted the Voice's role overseas and the progress of foreign television.

Continuing support from the television industry is "vital to our operation," Mr. Poppele said. He also claimed that "we couldn't operate effectively if it were not for the cooperation of the radio industry." Methods of assistance by various U. S. stations were described by the VOA chief.

Cites International Tv

Citing the possibilities of international television, Mr. Poppele noted that the U. S. already is operating behind the Iron Curtain "but we must also be there with television as soon as possible in order to get in on the ground floor as each new national television service begins. . . ."

The U. S. is supplying kinescope feature films to 17 foreign countries, with heaviest emphasis in South and Central America. But in radio the English-speaking countries and free world carry about half of the total 1,425 weekly hours of broadcasts aired by Iron Curtain countries, he said.

A Broadcasting Advisory Subcommittee will work with the Voice in the next few years on its established objectives to (1) anticipate overseas program needs and achieve a permanent place for VOA's tv position on regular overseas schedules, (2) sharpen and localize VOA's tv programming output to conform to specific country needs, and (3) use full ingenuity and leadership of American private enterprise in helping to solve tv problems of the parent U. S. Information Agency.

Increased Revenue Seen With Fm Multiplexing

WAY may be opened shortly for fm stations to provide subsidiary revenue-producing services without interference to normal broadcast functions, NARTB convention engineering delegates were told last week.

This automatic programming for specialized audiences (restaurants, stores, buses, etc.) was described Thursday by William S. Halstead, president of Multiplex Development Corp. He noted that FCC is expected to approve multiplexing plan proposed months ago.

Mr. Halstead compared the introduction of multicasting to "the development of the skyscaper in the field of architecture."

WAAM (TV) Shows Kinescope

KINESCOPE of top programs has been produced by WAAM (TV) Baltimore and was shown during the NARTB convention last week. The presentation is designed for agency, station representative and other personnel and was produced live in the station's building as an example of a typical day of operation. The kinescope is called "The WAAM Story."

HENNOCK REITERATES PLEA FOR ALL-UHF, STERLING CHALLENGES AT NARTB PANEL

Six of seven FCC Commissioners give delegates insight into thinking on current broadcast matters before Congress and the Commission.

A CALL for the transfer of all television to the uhf band was sounded by FCC Comr. Frieda B. Hennock at the NARTB convention last week and was challenged immediately by Comr. George E. Sterling as a "direct attack" on FCC and industry engineers who helped work out the tv allocation plan.

Speaking at a Thursday morning session in which six of the seven FCC commissioners answered broadcasters' questions, Miss Hennock said that "I am now firmly convinced that only the eventual move of the tv service into the uhf band can save the patient." The step should be taken now, she said, but she thought five or ten years should be allowed for completion of the transition.

"By setting our sights on this goal," she continued, "we must not overlook any interim measures that would help the existing uhf operators whose difficulties were so dramatically laid before the country [in the Potter hearings] last week. I cannot emphasize enough the importance of the Johnson bill to remove the excise tax from uhf sets. Also the FCC should do everything in its power under the Communications Act immediately to bring network programming to the existing 127 uhf stations on an equitable and competitive basis. Otherwise we will have the same vicious cycle—no sets because no programs, because no advertising, because no sets."

Miss Hennock said that while the Commission's hope had been to achieve a competitive nationwide television service through the opening of uhf, "the methods we used to bring quick television service to the people of the U. S. achieved just the opposite result. It has now become painfully apparent that to continue on the course we embarked on when the freeze was lifted will result in a television service to the same 12 vhf channels that have been considered inadequate for a nationwide service."

She reiterated that she had no doubt that the 70 uhf channels available would permit a nation-wide service, and that the move into uhf should be started immediately, with no new station grants of any kind made in the meantime. "Every possible measure," she added, "should be taken to make sure that vhf stations are not unduly harmed during the transition period and that they are treated equitably."

'Rash Statement'

Miss Hennock's position was challenged quickly by Comr. Sterling, who characterized her expression of view as a "rash statement" and an attack on the engineers who assisted in evolving the present tv allocation plan. Whether uhf can accommodate all television, he said, is a question that cannot be answered "overnight."

FCC Chairman Rosel H. Hyde and Comrs. Robert T. Bartley and Robert E. Lee noted that, with the Potter subcommittee hearings on the uhf question now in progress, they felt "both sides" should be heard before a decision is reached. Miss Hennock responded that she did not want to violate any policy against discussing pending issues, but that she felt it would have been inappropriate for her to appear before the NARTB convention and fail to discuss her views frankly.

The FCC panel—six of the seven commissioners were present, only Comr. E. M. Webster

NARTB Adopts 14 Resolutions at Chicago

FOURTEEN resolutions were adopted at the closing session of NARTB in Chicago, Thursday, but a 15th, dealing with an association stand on commercial broadcasting by educational institutions, was deferred for a mail ballot.

Edgar Kobak, WTWA Thomson, Ga., one of the 30-odd delegates remaining in the grand ballroom of the Palmer House after the luncheon, rose to halt a unanimous approval of the 15 resolutions. He questioned a resolution that expressed opposition "to the utilization by tax-supported institutions of the spectrum for a commercial broadcast operation in competition with private enterprise" and stated that "instead such facilities should be used strictly for educational, non-commercial purposes as intended by the FCC in making such allocations."

After brief discussion that included Lester Gould, WJNC Jacksonville, N. C., a new board member for small stations, and William B. Quarton, WMT Cedar Rapids, Iowa, the convention adopted all resolutions but the educational one and at suggestion of Clair R. McCollough, WGAL-TV Lancaster, Pa., decided to take a later mail ballot. Mr. Kobak had contended the resolution deserved more thorough study by the membership.

The 14 resolutions adopted opposed HR 1227, proposing to ban alcoholic beverage advertising; praised presidency with John F. Meagher, KYSM Mankato, Minn., as appointee; approved S 2989 to amend the Taft-Hartley Act; faith in the industry's historic stand on behalf of freedom of information in radio and tv and condemning restrictions on access to news sources as well as citing work of state associations and the Freedom of Information committee; commended the service of Judge Justin Miller while NARTB president and board chairman, and his service to the convention; endorsed the Red Cross; approved the Conelrad plan and urged the industry to cooperate; approved the Veterans Hospital Radio Guild; sounded praise for FCC Chairman Rosel H. Hyde and Comrs. Sterling, Hennock, Bartley, Doerfer and Lee for their part in the convention; thanked panel participants and speakers; voiced gratitude for services of Kenyon Brown, KWFT Wichita Falls, Tex., convention chairman, and thanked the Palmer House for its handling of the meeting.

Members of the resolutions committee were Robert R. Tincher, WNAX Yankton, S. D.; G. F. Leydorf, WJR Detroit; Hale Bondurant, KFBI Wichita, Kan.; C. J. Burkland, WAVY Portsmouth, Va.; C. O. Chatterton, KWLK Longview, Wash.; Larry Haeg, WCCO Minneapolis; John Esau, KTVQ-TV Oklahoma City.

If You Go By

PHILADELPHIA RATINGS

Day and Night,
Monday thru Friday,

WFIL-TV is 1st and 2nd 74% of the time

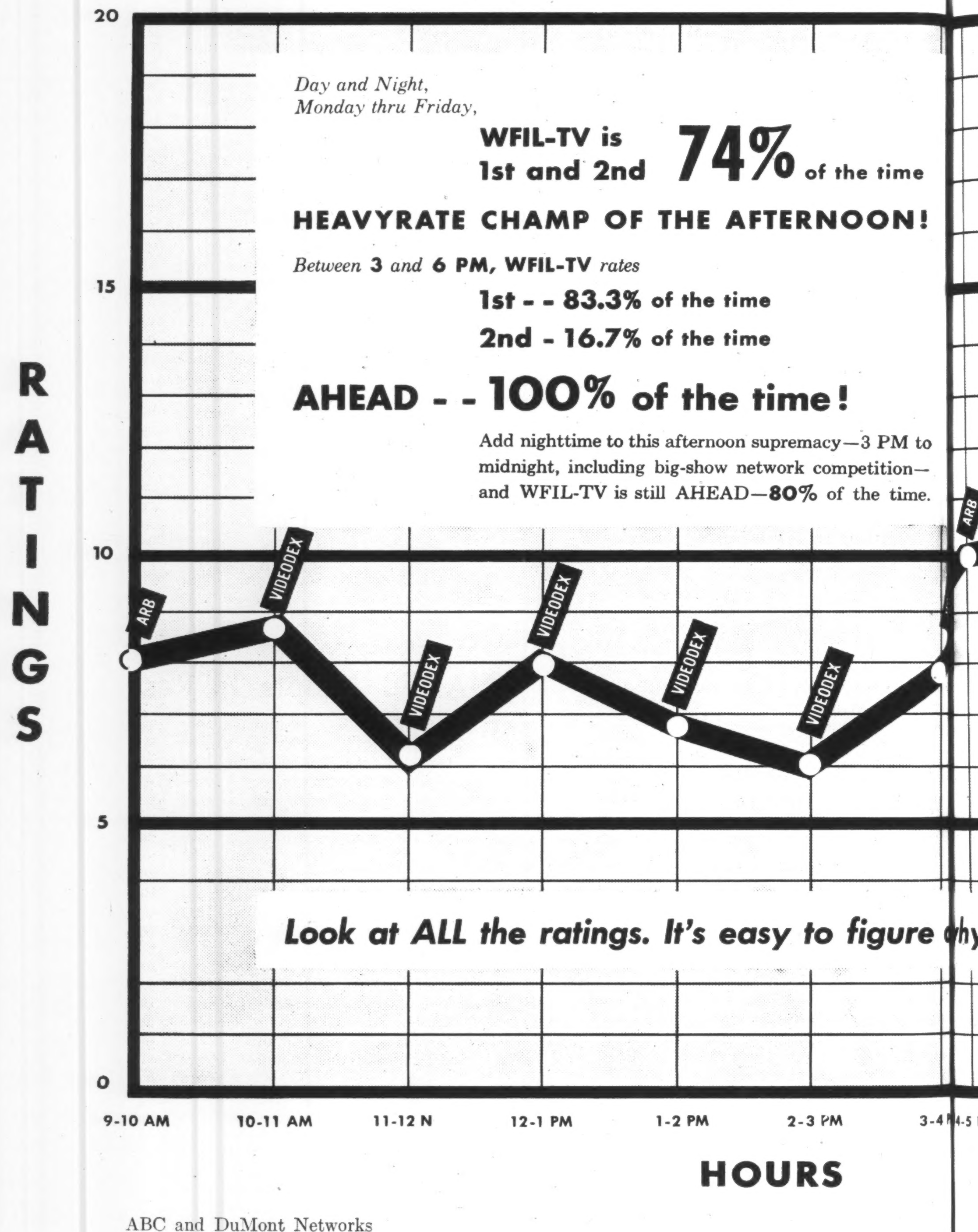
HEAVYRATE CHAMP OF THE AFTERNOON!

Between **3** *and* **6 PM, WFIL-TV** *rates*

1st - - 83.3% of the time
2nd - 16.7% of the time

AHEAD - - 100% of the time!

Add nighttime to this afternoon supremacy—3 PM to midnight, including big-show network competition—and WFIL-TV is still AHEAD—**80%** of the time.



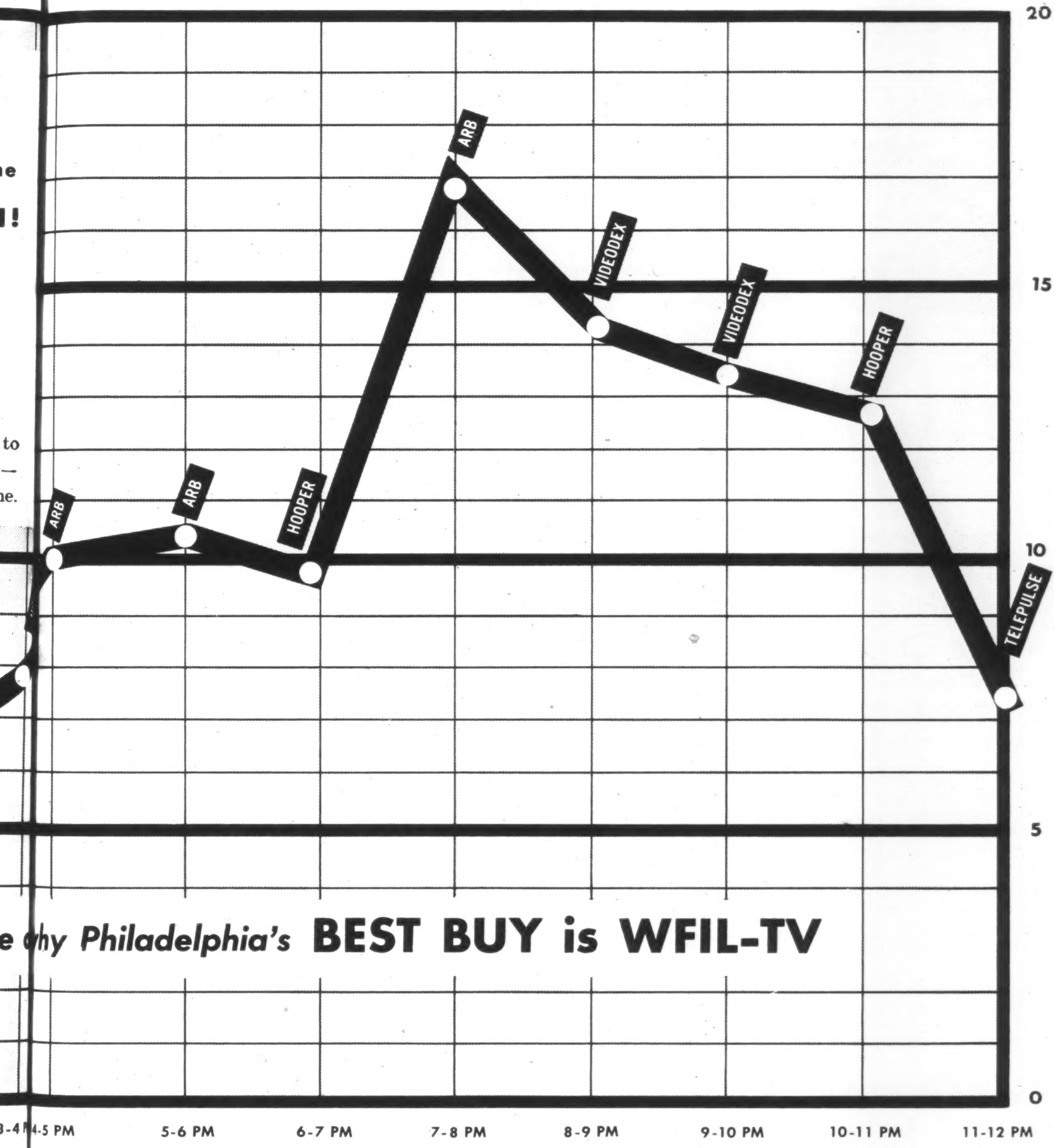
Look at ALL the ratings. It's easy to figure

ABC and DuMont Networks
Represented by The Katz Agency

The Voice of Delaware Valley, U. S. A.

You Will *BUY*

WFIL-TV



why Philadelphia's **BEST BUY is WFIL-TV**

WFIL-TV

The Philadelphia Inquirer Station

Channel 6

being absent—was asked whether FCC today is more tolerant than in the past with respect to "quick" purchase and sale of stations in order to improve one's position in the industry.

Comr. John C. Doerfer took the position that there is a difference between an applicant in a transfer hearing and an applicant who is involved in a competitive hearing for a channel—in the latter case, he pointed out, FCC must pick the applicant it considers best qualified. "Trafficking in licenses," he said, "to me implied more than just a sale."

Miss Hennock questioned the motives of a winner of a competitive hearing who sells his station within, say, a year after getting the grant. In such cases she said she would call for new hearings when the transfer application came up.

Bartley's Question

Comr. Lee said he largely agreed with Miss Hennock's views on this problem, and Comr. Bartley raised the question of investment houses buying into radio and television stations as a form of investment for their clients. In other businesses he said he felt such investment might be all right, but he maintained that it is "not all right" in broadcasting—and he thought Congress might take "a new look" if the practice is "abused."

Comr. Sterling said he felt each case should be judged on its own merits, and Chairman Hyde said that those who disagree with the law should seek to have it changed: That Congress by giving FCC authority to approve transfers apparently considered transfer, *per se*, to be approvable.

Asked when a decision might be expected in the long-standing Clear-Channel Case, Chairman Hyde noted that Mexico is the only holdout among the NARBA nations and said he would like to see the international differences resolved before the Commission hands down a clear-channel decision. But he added that he felt it important for the Commission to issue a decision if the international issues are not resolved soon.

Another question related to the use of boosters in tv. Comr. Hennock said she would vote against the use of boosters to extend the areas of large-market vhf stations, but would vote for boosters for uhf outlets.

Mr. Doerfer said he felt too much emphasis had been placed on the "fortunes of the individual broadcasters," when he felt the public's problem should be the big concern. He said "I would like to serve notice on the people right now that all doubts will be resolved in favor of the people, all things being equal."

Questioned about the possibility of adopting uniform sign-on and sign-off times for daytime stations, Chairman Hyde pointed out that sunrise and sunset times are not themselves uniform.

Asked whether tv channels reserved for education might be released to commercial broadcasters if not used educationally within a reasonable period of time, Chairman Hyde said the problem is chiefly a legal one, since any citizen has a right to petition the FCC; Comr. Hennock maintained that the reservation of educational channels was made by unanimous vote of the Commission and "it takes time for an educational station to get started," and Comr. Bartley said he thought his own answer as to release of educational channels, where educational interests had not used them within a reasonable period of time, would be "yes."

NARTB President Harold E. Fellows, who moderated the session, also reported that NARTB plans shortly to petition FCC for an easing of the rules on identification of transcriptions and delayed broadcasts, and, within three or four months, to seek FCC approval of remote control of directional antenna operations.

UAPRE Explores Means Of Training Students

WAYS and means by which the broadcast industry can better cooperate with colleges on student training programs and a plan for reorganization were explored at a session of the University Assn. of Professional Radio Education during the NARTB convention last week.

The association debated the possibility of a joint cooperative setup comprising half college personnel and half broadcasters. It would need approval of the NARTB board before becoming effective. Leo Martin is president.

Among industry spokesmen giving their views at the Monday session were Judge Justin Miller, retired NARTB board chairman Ralph Hardy, NARTB vice president in charge of government relations, and Miss Judith Waller, director of public affairs and education for NBC Central Division.

Freedom of Speech Results Reviewed by IAAB Board

WEEKEND meeting of the board of directors, Inter-American Assn. of Broadcasters, started Friday at the Palmer House, Chicago, with president Emilio Azcarraga, Mexican network operator, presiding. Freedom of speech achievements during the past year were reviewed, along with other international questions.

Among those attending were Goar Mestre, CMQ Havana, ex-president; Ramon Quinones, WAPA San Juan, P. R.; R. Fernanda Eleta, Panama; Felix Cardona, Venezuela; Gilmore L. Nunn, WLAP Lexington, Ky.; Jose Luis Fernandez, Mexico, secretary-general; Ramon Bonachea, Havana, ex-secretary-general.

SHORT SHOTS
At the Chicago Convention

IN WINNING election as vice president of the Daytime Broadcasters Assn. last week (see story, page 42), Alf M. Landon swept 11 states, but they did not include the only two he won in his race for the Presidency of the United States in 1936. Maine and Vermont are not represented by directors on DBA. Non-partisan nature of his new job was emphasized by the fact that directors who elected him are from such disparate political climates as North Carolina and Massachusetts, Pennsylvania and Tennessee, Illinois, Georgia, Indiana, Kentucky, Wisconsin, Nebraska and California.

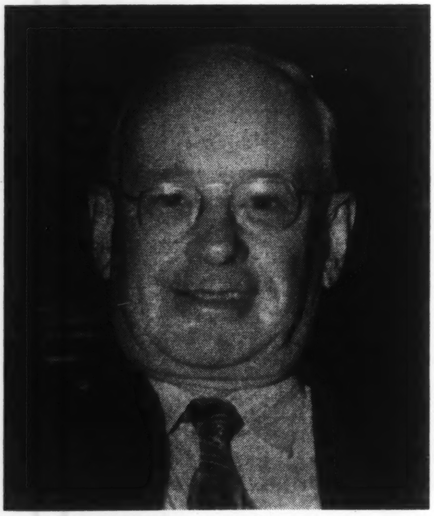
* * *

BIGGEST bombshell at NARTB convention opening was story [B•T exclusive, page 36, May 24] on impending resignation of Robert K. Richards, administrative vice president, to enter station ownership and public relations. Copies of B•T were gobbled up within few hours.

* * *

NEW TOUCH in tv promotion was activity of Tv Advertising Bureau. Permeating exhibit corridors was bevy of beauteous models, in typical burlesque queen tights, pinning delegates with jumbo yellow buttons exploiting origin of new organization.

* * *



MR. LANDON

FCC was on deck, *en masse*, except for Vice Chairman E. M. Webster, who stayed home as one-man committee to act on emergency matters. He had been on West Coast inspection for several weeks and figured he was most dispensable at convention and besides, he wanted to catch up on his homework.

* * *

MIKE HANNA sat counting up his years of radio experience when asked to join the Radio Pioneers. All he could claim was 18; 20 being the requirement. He gave up, not signing the application blank until his sponsor said, "Don't you have a uhf grant?" Answering in the affirmative, he heard, "Well, you've aged four years, you're in."

* * *

RCA got down to basics—color, that is—in its entertainment suites. Chromatic ice cubes were provided in the basic shade of color tv—red, green and blue.

* * *

At the "last call for a drink" in Associated Press' headquarters in the Crystal Room, a volunteer broadcaster-pianist stopped abruptly and inquired of the waiter: "Is it because of a law or a rule of the hotel?" The tired response: "No, suh, I calls it fatigue."

* * *

Probably the most enthusiastic applause received by any speaker at the convention was that which followed the appearance of Elizabeth Ellen Evans, of Akron, 1954 co-winner of the annual Voice of Democracy Contest. After young Miss Evans delivered her prize-winning speech at the Wednesday luncheon, the entire crowd rose to its feet in a prolonged demonstration of approval. NARTB President Harold E. Fellows was so moved by her performance that he wept.

* * *

The dollars and cents debate at the NARTB convention sports session was given a change of pace Wednesday with a musical interlude. Carol Hoffman, Northwestern U. singer, followed two soprano selections with a special NARTB parody on "Take Me Out to the Ball Game."

NEW GEAR ATTRACTS NARTB DELEGATES

Equipment firms put $5.5 million on display at the NARTB convention. Color apparatus took the spotlight.

BUSINESS was good—the best in convention history—last week as heavy traffic moved through the Palmer House to inspect transmitters and related studio equipment displayed in NARTB's Exhibition Hall.

Salesmen for equipment firms found delegates keenly interested in $5½ million of displayed electronic gear designed for color and black-and-white tv as well as aural broadcasting. Additional smaller equipment items were displayed on the seventh and eighth floors of the hotel.

Even before general meetings of the convention had started, one exhibitor—Standard Electronics Corp.—had sold a 40 kw vhf transmitter to Storer Broadcasting Co.

Color transmitting items drew close attention. One exhibitor featured a completely equipped color studio, with indoor and outdoor props, and staged productions which were shown on receivers in a nearby room. Signals were fed over closed circuit.

Another had a 100w driver putting a color program on the air, feeding adjacent receivers with live productions.

Technical-minded delegates watched technicians adjusting monitors and various types of apparatus with rapt attention. They exchanged views on the screen versions of grocery store items, displayed on moving drums and with moving cameras.

Live talent included girls garbed in varied-hue gowns as well as puppets, push carts and other features.

Fascinated delegates operated color and black-and-white cameras when they had a chance, while staff specialists pointed out details and special advantages of the various devices.

New Film-Scanning Equipment

Film-scanning equipment appeared in many new versions. One exhibitor held special showings for invited advertisers and agency executives. New models pass more light and less noise than older types.

A color camera looked exactly like its black-and-white counterpart, translating information from field sequential to NTSC standards. The two basic types of color cameras were single-tube and triple-tube.

Remote control devices were shown for transmitters and cameras. A remotely controlled camera utilized an electrically-driven zoom lens, providing a system that could work into a one-man tv station operation. The operator would be able to run camera, monitoring console and transmitter.

Broadcasters were inspecting remote devices for unattended transmitters, one of which had a red-green traffic-light setup.

Uhf transmitters included one model with a 100 w driver and 12 kw amplifier. Several manufacturers are working toward uhf transmitters around the 50 kw class and will have them ready for marketing within months, or by the next NARTB convention.

The economy motif appeared more prominent than was the case in the Los Angeles exposition a year ago. Economies center both in original

Coverage

to crow about

We're not counting our chickens before they are hatched. With a 1049 foot tower and 100,000 watts maximum power, established, dominant WTAR-TV now reaches 459,000 families, over 1,600,000 people. With a strong signal on channel 3, WTAR-TV blankets Tidewater, the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

cost and operating costs. At the same time, some types of apparatus were more complicated and more costly as a result of new developments.

A cross-section of a slotted uhf antenna was shown. New types of transmitter tubes appeared, with many delegates looking over uhf models of recent types. Advanced types of studio lighting and lighting control were exhibited. An animated model display showed how tv programs, black-and-white as well as color, are transmitted via cable and microwave.

In charge of the exposition was Arthur C. Stringer, who has managed NARTB's equipment shows for more than a decade.

Big Radio Stations Discuss Tape Network

A LONG-RANGE project to set up a tape program network among larger stations under the title Quality Stations Network was discussed at a meeting of interested stations held in Chicago during the NARTB convention.

Key stations such as WSM Nashville, WHO Des Moines, WLW Cincinnati and WHAS Louisville have shown an interest in the project, with John H. DeWitt Jr., WSM, as one of the organizers. Back of the idea is the belief that the nighttime radio problem is not being handled effectively by major networks.

QSN has been considered for nearly two years but it did not appear near the operating stage after the informal convention meeting. It would include clear-channel stations, 1A and 1B, and regionals. QSN organizers believe the heavy reservoir of programs produced by member stations could supply salable programs. They believe, too, that networks are falling down in their selling.

Ampex Shows Automatic Programming System

A TAPE REPRODUCER which enables an am or fm station operator to put two reels of tape on a machine, throw a couple of switches and then walk away for as much as eight hours was demonstrated by the Ampex Corp. during the NARTB convention last week.

The new Ampex automatic programming system consists, basically, of an eight-hour tape reproducer and a Model 350 recorder, plus control and switching circuits and a recording consolette for making local-announcement tapes. Program material is put on the eight-hour machine while local announcements are played back on the Model 350. Switching from one tape to another is accomplished by a sub-audible tone recorded at the end of each announcement and at appropriate places in the program tape.

Thus a tone at the end of a local announcement switches off the announce machine and turns on the program material. In turn, a similar sub-audible tone at the end of a musical selection puts the announce machine back into operation again. A master timer fades down the program and brings in the announce tape for a station break every half-hour.

Price of the unit will be in the $4,000 range, according to R. J. Tinkam, audio sales manager.

Banquet Program Lauded

BANQUET program Thursday night drew widespread praise, with networks and BMI providing talent. Program included Marguerite Piazza, Billy Williams' Quartet, Bert Lahr, June Valli, Eileen O'Dare and Jimmy Richards' Orchestra, with Russell Samjek producing.

MARFREE CLOSES OWING 600 STATIONS

Agency is quarter-million in debt for a Gainex radio-tv campaign. McCarthy - Army hearings get blame for failure of account.

MARFREE Advertising Corp., New York, closed its doors officially last week, with a debt of more than a quarter of a million dollars owed to more than 600 radio and television stations.

The agency represented Carlson Industries, Brooklyn (Gainex, a weight influencer), which had placed a radio and television campaign starting on varied dates in late March and running through May. Stations carrying the campaign have not been paid.

Marfree appointed Jacob Carr as its assignee to conduct the assignment for creditors. Mr. Carr and his attorney, J. Louis Kottler, plan an auction of the physical assets and furniture of the firm on June 2 at 10:30 a.m. at 105 W. 40th St., New York, offices of the agency. Mr. Kottler told B•T that after the auction takes place he will appeal to Gainex Co. for some sort of amiable settlement for the creditors. If necessary, he will file a suit against the company, he said.

Harry A. Friedenberg, president of the defunct Marfree Adv. Corp., which was established more than six years ago, was understood to have told some of the creditors that the McCarthy hearings were responsible for the failure of the broadcast campaign to reach enough listeners and turn them into customers. Mr. Friedenberg, it was reported, has moved from New York to Chicago to be associated with another one of his agency's clients, the d-Con Co.

The Marfree agency, in addition to the Gainex and d-Con advertising, also handled the following accounts: Bankers Life & Casualty Co., Chicago; James R. Barnet Co., Wellesley Hills, Mass. (Penn saws); Bostwick Labs, Bridgeport (Dynol); French Masters, Newark (perfume); Harris Chemical Co., Cortland, N. Y.; House of Goddard, Chicago; Junex Products Co., Chicago; Lobex Products Co., Chicago; Parker Pharmaceutical Co., Chicago; R & F Co. Inc., New York.

Arthur Pryor Jr. Dies, BBDO Radio Pioneer

ARTHUR PRYOR JR., 57, vice president in charge of the radio department of BBDO, died last Tuesday, May 25, in Roosevelt Hospital, New York.

Son of the famed bandleader and composer, Mr. Pryor was recognized as one of the most important pioneers in radio. He joined BBDO in 1927, not long after the beginning of network radio, to head the first self-contained radio department within an agency where broadcasts were written, cast, rehearsed and produced. Mr. Pryor was named a BBDO vice president in 1934.

MR. PRYOR

Stars like Nelson Eddy, Oscar Levant, the Dorsey brothers, Benny Goodman, Dinah Shore, Dorothy Kirsten, Kate Smith and Edwin C. Hill got their first important radio jobs on BBDO shows through Mr. Pryor.

Mr. Pryor produced the first sponsored dramatic series on the air, *Soconyland Sketches.* He directed *March of Time* and the *General Motors Family Party,* first all-star variety show.

In 1953, he received an award from the American Heart Assn. for his contribution to the "sound development of the association's educational and fund raising activities."

Arthur Pryor Jr. was born on June 26, 1897, in St. Joseph, Mo. He was graduated from Chauncy Hall, Boston, in 1918 and had passed his entrance exams to M.I.T., but before classes started he had enlisted in the Navy. At the end of the war, he joined his father's band as assistant conductor and cornetist, doubling as announcer when the Pryor band broadcast from Asbury Park or Miami.

He was a member of AFM and radio-tv committee of the AAAA.

Surviving are his wife, Ella Haviland Pryor; daughter, Mrs. Maryruth Scala, and brother, Roger, vice president for radio-tv of Foote, Cone & Belding.

Funeral services were held Thursday morning at Calvary Baptist Church, New York. He was buried in Glenwood Cemetery, West Long Branch, N. J.

Admiral, ABC Radio Contract Newscasts

ADMIRAL Corp. last week announced the purchase of a $50,000 package of 22 weekly five-minute newscasts on 348 ABC Radio outlets.

Announcement of the purchase, with the five-minute stanzas starting this past Saturday, was made by ABC and Edmond I. Eger, Admiral vice president in charge of advertising. Commentators Milton Cross, Taylor Grant, George Hayes and Art Van Horn will handle broadcasts.

Mr. Eger noted that radio is an increasingly powerful medium, pointing out that over 10 million radios were sold last year. He said the newscasts would reach an estimated eight million homes, plus automobile and portable radio listeners. The broadcasts will be aired each Saturday and Sunday from 9 a.m. to 11 p.m. on the hour.

Purchase of *Admiral's Week-End News* was part of a campaign to advertise its 20th anniversary and television-appliance promotion.

Three Sponsor 'Caesar'

THREE advertisers, American Chicle Co., the Speidel Corp. and Radio Corp. of America, have signed officially as sponsors of *The Sid Caesar Show* [B•T, May 24], it was announced last week by George H. Frey, NBC vice president in charge of television network sales. Each client has bought one third of the 60-minute show which will be heard Mondays from 8-9 p.m., three weeks out of four. Contracts were placed by Dancer-Fitzgerald-Sample, N. Y., for American Chicle; Sullivan, Stauffer, Colwell & Bayles, N. Y., for Speidel, and Kenyon & Eckhardt, N. Y., for RCA.

SPOT NEW BUSINESS

P. Lorillard Co., N. Y. (Kent cigarettes), through Young & Rubicam, N. Y., will sponsor *The Playhouse* an ABC Film Syndication series, in six major markets beginning July 1. Stations to carry the programs are WMAR-TV Milwaukee; WEWS (TV) Cleveland; WBKB (TV) Chicago; KSTP-TV Minneapolis; WFIL-TV Philadelphia and KGO-TV San Francisco.

John Morell, Ottumwa, Iowa (Red Heart dog food), planning to use another week starting July 18 for television campaign to children, using minutes and station breaks around children's shows in 133 markets. In addition to that campaign, Morell Agency, N. W. Ayer & Son, N. Y., is contemplating still another tv week or possibly two-week blast in August in about same number of markets but not necessarily same stations.

TreeSweet Products Co., Santa Ana, Calif. (TreeSweet frozen fruit juices), June 1 starts tv spot announcement campaign on 13 stations in L. A., Detroit, Cleveland and Indianapolis markets for 13 weeks, using average of one spot daily on each station. Agency: BBDO, L. A.

American Brewing Co., New Orleans (Regal Beer), is using radio musical spot announcements on 50 stations in three southern states. Schedule is being placed by Tracy-Locke Co., Dallas. A tv campaign is also being prepared.

NETWORK NEW BUSINESS

Miles California Co., Los Angeles (Alka-Seltzer and One-A-Day Brand Vitamins), starts *Here's the Answer* on 51 Don Lee Broadcasting System and Arizona stations, Mon.-Fri., 4:30-4:45 p.m. PDT, for 52 weeks from July 5. Agency: Geoffrey Wade Adv., Hollywood.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes), has signed for two participations weekly on CBS-TV's *The Morning Show* (Mon.-Fri., 7-9 a.m. EDT), starting tomorrow (Tuesday) and continuing through balance of year. Agency: William Esty Co., N. Y.

Wine Corp. of America (Mogen David wine) slated to move sponsorship of half-hour *Dollar a Second* from DuMont Tv Network to ABC-TV this fall, probably for Friday night presentation. Agency: Weiss & Geller, N. Y.

A&A PEOPLE

John P. Hamilton, elected chairman of board, Tandy Adv. Agency Ltd., Toronto, with **Warren H. Wilkes** as president, **A. C. Haight Jr.** and **Arthur S. Collins** elected vice presidents.

Roy Campbell, vice president and director, Foote, Cone & Belding, N. Y., transfers to Los Angeles as marketing consultant to agency's four western offices.

Sander Heyman has resigned as president of Enterprise Adv. Agency Inc., Los Angeles. **Edward R. McNeilly,** agency radio-tv director, assumes duties as head of the agency.

A. Edward Morgan elected executive vice president, Richard A. Foley Adv., Phila.; **William F. Hope** appointed executive art director; **Lester J. Harmon** appointed radio-tv production manager.

Richard H. Talmadge, formerly vice president, Gordon Baird Assoc., N. Y., appointed vice president and account head, Lewin, Williams & Saylor Inc., same city.

Edward Greenberg, The Wexton Co., N. Y., appointed vice president and merchandising director.

Neal Gilliatt, vice president, McCann-Erickson Inc., appointed assistant manager of Chicago office.

Philip Heyman, art director, Theodore H. Segall Adv., San Francisco, named vice president in charge of visual media.

Sterling B. Blakeman, advertising manager, Tractor Equipment Distributors Inc., L. A., to Milton Carlson Co., that city, as account executive.

Robert Blackburn, formerly vice president, MacFarland, Aveyard & Co., Chicago, appointed creative director of Clinton E. Frank Inc., there.

Franklin Hovore, advertising department, Jos. Schlitz Brewing Co., Milwaukee, to Robert Ellis Adv., South Pasadena, Calif., as account executive.

William Mathesius, formerly with Silex Co., to Paris & Peart, N. Y., as account executive.

Herb H. Rabke, previously with J. D. Tarcher Co. and Harry B. Cohen Agency, N. Y., to Product Services Inc., N. Y., advertising agency, as comptroller and general manager.

Wright Nodine, Geyer Inc. merchandising division, named account executive.

Charles McKinney, formerly tv director of marketing and merchandising, Raytheon Mfg. Co., Chicago, named associate manager, McCarthy Co., same city.

There are 6,546,810 Radios in Texas

but...

it takes only 2 STATIONS

to reach ½ the sets

KMAC
27 YEARS OF SERVICE
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

KLBS
610 on Every Dial
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

The Biggest Buy in the Biggest State!

Ask the Walker Representation Co., Inc.

COLORVISION FILM PROCESS DISCLOSED

New additive process of color photography, using black-and-white film with regular 35mm camera and Colorvision unit, is said to be inexpensive and quick.

NEW additive process of color photography claimed to be both economical and speedy—and designed primarily for color television—was demonstrated by Colorvision Inc., Los Angeles, at a special press showing in that city Monday.

In an experimental laboratory for the past four years, the system uses ordinary black-and-white film, making three color separations, as in graphic arts, on one frame of 35mm film.

Shooting with a Colorvision camera unit, to which any 35mm motion picture camera can be attached, requires no extra lighting, according to Lawrence F. Brunswick, optical engineer, and co-inventor. He cited savings in film, processing and time.

He described Colorvision as "a method of photographing in full color on black-and-white film with ordinary black-and-white processing and under ordinary black-and-white lighting levels, which produces a picture exceedingly well suited for full color tv transmission."

The test film, on a motion picture screen, was slightly overcast and lacked contrast, but he said engineers can clear up those conditions on tv. However, films for tv transmission are required to be of low contrast, he reminded. Firms working on the test film included John H. Ransom Labs, Filmeffects of Hollywood and Consolidated Film Industries. Karl Freund directed.

Colors Kept Separate

The Colorvision camera unit, by which the three colors—red, green, blue—are separated, was attached to a Mitchell 35mm motion picture camera for the press demonstration. The colors are broken down in the primaries of the original photograph with separation maintained until final assembly on the tv set.

Estimating increased costs over black-and-white at $750 per half-hour show, President Harold V. Lee said Colorvision is ready to go into production of the process on a lease basis. He claims color costs under the Colorvision process will be only approximately 5% more than that for turning out a black-and-white tv film.

Although Colorvision is currently concentrating on color tv, the system could be adapted for use by motion picture producers too, it was pointed out by engineers.

REACHING agreement that will feature sportswriter Jimmy Powers (c) as host and narrator of Screen Gems' 26 quarter-hour sports series *Big Playback*, are (l to r): seated—Russ Weston, in charge of advertising and sales promotion for The Ethyl Corp., sponsor of the series; Mr. Powers; John H. Mitchell, vice president in charge of sales for Screen Gems; standing—Bayard Pope, vice president and account executive of BBDO, Ethyl agency, and Ben Berenberg, writer-director of the show.

CBS-TV Newsfilm Service Acquired by WTOP-TV

SIGNING of WTOP-TV Washington, as the most recent station-client of CBS-TV Newsfilm has been announced jointly by John Hayes, president of WTOP-TV and Wilbur S. Edwards, general sales manager of CBS-TV Film Sales.

Present also at the signing in Washington were Elmer Lower, CBS-TV director of news and public affairs; Eric Sevareid, Washington correspondent for the network, and George P. Hartford, vice president of television for WTOP-TV.

Mr. Hartford expressed gratification at acquiring CBS-TV Newsfilm service, pointing out that "viewers in the world's news capital deserve the best in news."

Newsfilm service to clients features exclusive recorded news commentaries by network newsmen around the world. It also includes specialized features, such as a week-end news review; a weekly news quiz show; a special map service; an exclusive "title service"; station advisory service and special merchandising and promotion campaign aids, and special interest coverage by 250 Newsfilm camera correspondents in 50 countries on request of individual stations.

Actor Ireland Gets Loyalty Satisfaction

ACTOR John Ireland received a "substantial" cash settlement and a signed statement clearing him of any suspicion of disloyalty for which he agreed to withdraw his $1,756,000 breach of contract and slander suit against Television Programs of America, Norvin Productions, producer Leon Fromkess, TPA President Milton Gordon, TPA Vice President Mickey Silliman and others.

Suit, filed in March [B•T, March 8] in Los Angeles Superior Court, charged the defendants had slandered the actor as "politically unacceptable" after discharging him from the title role in *Ellery Queen* tv film series. Amendment of the complaint was filed earlier this month [B•T, May 10] in which the actor stated his contract was with Norvin Productions, with TPA and Mr. Fromkess guaranteeing the finances.

VITAPIX ELECTS FETZER, MULLEN

STOCKHOLDERS of Vitapix Corp. elected a new board and officers Thursday at a meeting held at the Congress Hotel, Chicago. John E. Fetzer, WKZO-TV Kalamazoo, Mich., was elected chairman, and Frank Mullen president.

Three film projects will run $1 million in bookings, stockholders were told. These include Vitapix *Princess Theatre*, produced by Burt Balaban, and distributed in London, Germany and Italy; American Legion Hollywood wrestling and Johnny Mack Brown westerns.

Officers elected, besides Messrs. Fetzer and Mullen, were Robert Wormhoudt, Edward Koenig Jr., William Broidy, vice presidents; Horace L. Lohnes, secretary; Don Campbell, treasurer; Paul O. O'Bryan, assistant secretary and assistant treasurer.

Directors elected were Messrs. Fetzer, Mullen, Campbell and Lohnes; Richard A. Borel, WBNS-TV Columbus; J. Leonard Reinsch, WSB-TV Atlanta; William Broidy, of William Broidy Productions; Joseph A. Baudino, Westinghouse Broadcasting Co.; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Robert D. Swezey, WDSU-TV New Orleans; Howard Lane, KOIN-TV Portland, Ore.; Stanley E. Hubbard, KSTP-TV Minneapolis; O. L. Taylor, O. L. Taylor Co.; Kenyon Brown, KWFT-TV Wichita Falls, Tex. New directors are Messrs. Crutchfield and Swezey.

Stanley Boynton Jr. of Detroit also attended the board meeting. His father is Detroit sales representative for Vitapix.

Motion Pictures for Tv Plans New Telefilm Series

PLANS for the production of a new, five-day-a-week telefilm series, based on the King Features newspaper strip, *The Heart of Juliet Jones*, were announced last week by Edward D. Madden, vice president-general manager of Motion Pictures for Television's film syndication division.

Pilot film of the new series will be available within three weeks.

AMPEX TAPE RECORDERS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

Screen Gems Compares Color Processes Over C-C Tv

CLOSED-CIRCUIT color telecast over NBC-TV was held a fortnight ago to show commercial products filmed under identical conditions in the various color film processes by Screen Gems Inc. The Screen Gems tests were made in 16mm Kodachrome; 35mm Eastman negatives reduced to 16mm positives, and 35mm technicolor three-strip process reduced to 16mm dye transfer.

The demonstration was attended by executives of 27 advertising agencies, who witnessed 55 products of their clients during the color telecast. M. Peter Keane, technical director of Screen Gems, who conducted the demonstration, reported that his company had reached the following conclusions:

(1) For the lowest cost, original Kodachrome (or Ansco) without sound track and without superimposed titles or optical effects may be used; (2) if release prints, superimposed titles and optical effects are needed, Eastman negative-positive with sound track may be used; (3) Technicolor dye-transfer three strip process permits use of all current black-and-white production techniques, and (4) cost of quantity release prints are lowest in Technicolor, a bit higher in Eastman Kodak negative-positive and highest in Kodachrome.

Washington Video Releases Documentary on Tornadoes

GEORGE JOHNSTON, president of Washington Video Productions, Washington, D. C., has announced the release of a new documentary exploring the destructive forces of a tornado titled "The Wind and the Fury." The 15-minute 16mm film, available for television showing, was shot in color for the National Board of Fire Underwriters, N. Y.

The production was filmed on location at Waco, Tex.; Columbus, Ga.; Flint, Mich., and Worcester, Mass., where tornadoes did serious damage last year. Tape recordings of tornado victims comprise a large part of the commentary. The film had its tv preview on KTBC-TV Austin, Tex., May 11, one year after the Waco tornado.

"The Wind and the Fury" was directed by Mr. Johnston. Narration was written by George Stoney. The film was narrated by Willis Conover.

FILM SALES

George Bagnall & Assoc., Beverly Hills, announces three additional sales: *Hollywood Half-Hour* series of 38 films to KFEL-TV Denver, starting June 11; *Public Prosecutor* series of 26 films to WCBS-TV New York; and *Crusader Rabbit* to WDSU-TV New Orleans.

Guild Films Co. reports 10 new sales on *Liberace* show, raising total markets to 185. Latest sales were for showing of half-hour film program over KFBC-TV Cheyenne, Wyo., WEEU-TV Reading, Pa., WSEE (TV) Erie, WBOC-TV Salisbury, Md., KTXL-TV San Angelo, Tex., KFXJ-TV Grand Junction, Colo., KGBT-TV Harlingen, Tex., KGVO-TV Missoula, Mont., KLIX-TV Twin Falls, Idaho, and WTHI-TV Terre Haute, Ind.

United Television Programs Inc. has sold the *Waterfront* series to KARK-TV Little Rock, Ark., and KCBD-TV Lubbock, for 52 weeks starting July 15 and about Sept. 1, respectively, with WFAA-TV Dallas, renewing effective June 1 for one year. KCBD-TV also purchased *The Lone Wolf* series for 52 weeks starting around Sept. 1. That series also was acquired by Robert Wesley & Assoc., Chicago, for Burton-Dixie Mattress Co., that city, on WGN-TV. The distribution firm in addition reports KRON-TV San Francisco contracted for 13 *Heart of the City* tv films. Four additional films in *Royal Playhouse* were acquired by WDSU-TV New Orleans, starting June 1. KYTV (TV) Springfield, Mo., bought a three show package of *Lone Wolf* and *The Ruggles*, starting June 5 and 6 respectively, both 52 weeks; and *Rocky Jones, Space Ranger,* to start on or before June 6 for 26 weeks.

WBBM-TV Chicago, has contracted with **Louis Weiss & Co.,** Los Angeles for two consecutive run rights to 26 half hour *Craig Kennedy Criminologist* over a one year period. The 16-episode adventure serial, *Black Coin,* has been sold for a five-times weekly run on WWJ-TV Detroit.

CBS-TV Film Sales reports sales of *The Gene Autry Show* film series to Quality Bakers of America, over WSBT-TV South Bend; Meadowgold, over KFEL-TV Denver; Shaw Bros. Jewelry, over WBBM-TV Chicago; Brookshire ice cream, over WTOK-TV Meridian, Miss.; Hecht's bakery, over WJHL-TV Johnson City, Tenn., and Gallen Kamp shoes, for partial sponsorship over KNXT (TV) Los Angeles.

FILM DISTRIBUTION

Stuart Reynolds Productions, Hollywood, has concluded negotiations with **Elizabeth Barry Enterprises** to distribute *Kite-Flite to Moonland,* quarter-hour color puppet tv film series, with a fall release date scheduled. Miss Barry, former eastern agency producer, has completed the $51,000 pilot film in addition to 49 songs and 52 scripts. Filming, with Mr. Reynolds as associate producer, starts following his return from New York where he expects to finalize a deal with a sponsor on a national basis. **Aaron Rothenberg** has been signed to handle all merchandising on the series.

Ziv Adds Spanish

ZIV Television Programs' film shows now speak Spanish. President John L. Sinn reported last week that new sound tracks, in Spanish, have been added to Ziv-syndicated shows. These include *Favorite Story, The Unexpected, Boston Blackie, Cisco Kid,* and *Yesterday's Newsreel.* Ziv programs in Spanish currently are sponsored in a number of Latin American cities, including Mexico City, Havana, Caracas and San Juan.

Sportsvision Inc., S. F., delayed sports tv film company, [B•T, Feb. 8] forms national sales organization with **Al J. Madden,** northern California manager, Ziv Radio Productions, as sales manager. **Alfred D. LeVine** named midwest sales manager, with **Stevens Pictures,** Dallas, to represent Sportsvision in southern and southwest states.

Wickham Films, Glendale, Calif., has completed eight quarter-hour films in new *Sports Mirror* tv series, based on interviews with sports' ce-

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill.
Rock Island, Ill
QUINT CITIES

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic
NBC Affiliate
WOC
5,000 W 1420 Kc

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

lebrities, which **George Bagnall & Assoc.**, Beverly Hills, will distribute.

FILM PRODUCTION

Screen Gems Inc., Hollywood, is going ahead with production on *Captain Midnight* tv film series, following approval of **Wander Co.**, Chicago (Ovaltine) on the first two half-hour films, according to production executive **Fred Briskin. Richard Webb** stars in the title role with **Sid Melton** as Ikky, the mechanic, and **Olan Soule** as Tut, the scientist. **George Bilson** is producer with **Ross Lederman,** director.

Snader Productions Inc., Hollywood, is readying two new half-hour tv film series for September distribution, according to President **Louis D. Snader.** A musical series will feature **Victor Young** as director of the orchestra and choral group in addition to utilizing his services as composer-arranger. The group of 39 films will also feature singer **Lucille Norman** and a dancing group to be announced. **Le Roy Prinz,** former Warner Bros. dance director, is set as director. Situation comedy series is set to go before the cameras with **Jack McElroy** starring, **Harold Daniels** directing and **Hal Finberg** writing the scripts.

Gross-Krasne Inc., Hollywood, is shooting a new series of tv film commercials for **Lever Bros.** (Rinso and Pepsodent). **McCann-Erickson Inc.** is agency for Pepsodent and **Hewitt, Ogilvy, Benson & Mather,** agency on Rinso.

Adrian Weiss Productions, Hollywood, is readying an additional 26 *Craig Kennedy Criminologist* half-hour programs for syndication by **Louis Weiss & Co.** this fall.

HOLD THE PHONE!
Before you complete your summer ad plans, get the facts about . . .
Operation Sunburst
Dynamic $100,000 summer sales promotion for Crosley Group Advertisers
WATCH FOR THE BIG ANNOUNCEMENT!

APRIL NETWORK TIME SALES RISE

PIB reports first quarter radio-tv time sales up 19.7%, April sales up 18.1% over 1953 periods. Tv network billing has risen while radio network billing is down.

COMBINED gross time sales of the nationwide radio and tv networks in April amounted to $37,787,167, according to data compiled by Publishers Information Bureau. The sum is 18.1% ahead of the $31,993,216 combined radio-tv network gross for April 1953.

For the first four months of 1954, the gross time sales of the four radio and four tv networks totaled $151,571,562, PIB reported, up 19.7% from the $126,883,420 gross for the like period last year.

Billings of the tv networks so far this year are running better than 40% ahead of a year ago, showing gains of 43.6% for April and 44.0% for the January-April period in comparison to the same month and four-month span of 1953. The radio networks, contrariwise, are running behind 1953 in billings, with decreases of 13.8% for April and of 6.8% for January-April quarter of this year compared to the same periods of 1953.

PIB reported on gross time sales, network by networks, radio and tv, for April and January-April, 1954 and 1953, as follows:

NETWORK RADIO

	April 1954	April 1953	Jan.-April 1954	Jan.-April 1953
ABC	$ 2,367,636	$ 2,637,364	$10,457,574	$10,648,193
CBS	5,044,943	5,375,987	20,416,980	20,731,258
MBS	1,882,796	2,008,990	7,598,134	7,428,677
NBC	2,962,839	4,196,009	13,170,839	16,612,248
TOTAL	$12,258,214	$14,218,350	$51,643,527	$55,420,376

NETWORK TELEVISION

	April 1954	April 1953	Jan.-April 1954	Jan.-April 1953
ABC	$ 2,554,484	$ 1,640,597	$10,478,129	$ 6,454,967
CBS	10,921,640	7,770,181	42,980,081	29,215,241
DuMont	1,068,374	850,658	4,827,665	3,750,608
NBC	10,984,455	7,513,430	41,642,160	29,992,228
TOTAL	$25,528,953	$17,774,866	$99,928,035	$69,413,044

Classics at Night

CLASSICAL and semiclassical music is preferred to popular selections by a majority of the listeners to *Music 'Til Dawn,* all-night show sponsored by American Airlines on six major CBS Radio outlets and one NBC Radio outlet.

Listeners were polled by a "Request Week" on the six CBS Radio stations—WEEI Boston, WBBM Chicago, KNX Los Angeles, WCBS New York, KCBS San Francisco and WTOP Washington. The show also is carried on WWJ Detroit, an NBC affiliate.

Of the 4,000 replies to the show's request that listeners recommend music selections, 2,700 asked for classical selections, 1,070 for semiclassical and 600 for popular. Men sent in 53.5% of the requests, women the other 46.5%. Nearly 40% indicated they were students. WCBS received the greatest number of letters—660—of which about half were from New York State and the rest from Cuba, Canada and 24 states.

Music 'Til Dawn completed a year on the six CBS Radio stations in April, at which time it was added on WWJ. It features recorded music, commercials and news.

Soulful Statisticians

CONCLUSION that "at least in the initial, novelty period, one of color's biggest effects apparently will be to strengthen weak shows," is reported by Schwerin Research Corp. Audience tests of two editions of a program in both black-and-white and color showed that the first one, well liked in monochrome, gained no additional interest in color; the second, poorly received in monochrome, picked up in color to almost the level of the first one, the research firm said.

The report summarizes the uncritical attitude of today's color viewers in this paraphrase of Gellett Burgess' rhyme:

> "I never saw a purple show,
> I never hope to see one;
> But if it is on video,
> At least it is a free one."

Listener Activities Classified by WOR

LISTENING research studies have begun to inquire into the place as well as the time of listening, the recent Politz Study [B•T, Dec. 14, 1953] emphasizing this factor in concluding that the fact people can listen to the radio while doing something else is one of the medium's strongest selling points.

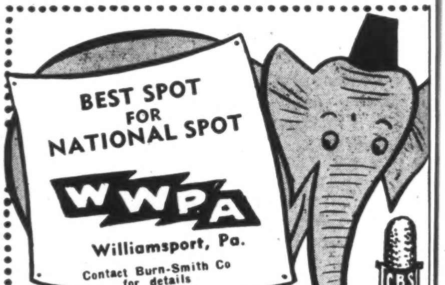
Carrying this type of research a step farther, Robert M. Hoffman, research director of WOR New York, commissioned Pulse to determine what people were doing as they listened to WOR programs during the day. Some Pulse findings were:

8:15-9 a.m., listeners to *Dorothy and Dick* were divided: 49.7% eating or serving food; 40% washing dishes or cleaning in the kitchen; 20.5% preparing food; 12.3% making beds; 9.7% cleaning outside the kitchen; 8.7% ironing; 7.2% just listening. (Multiple responses take the total to more than 100%).

9:30-10 a.m., 40.4% of the audience of *McCanns at Home* were still washing dishes or cleaning in the kitchen, but 39.5% were cleaning house in other rooms; 23.5% were making beds; 20.2% were sewing, mending or knitting, 18.5% were ironing; 16% preparing food; 11.8% eating or serving food.

By *Radio Playhouse* time (3-5 p.m.), 25.8% of WOR's listeners were caught up with their household chores and just listening; 28.1% were getting things started for dinner; 26.6% were sewing, mending or knitting 25% were finishing their ironing; 18.7% were tending children; 11.7% were house cleaning outside the kitchen and 9.4% were busy with kitchen chores.

Information like this, Mr. Hoffman said,


BEST SPOT FOR NATIONAL SPOT
WWPA
Williamsport, Pa.
Contact Burn-Smith Co for details
CBS

may be of great value to advertisers, for it enables them to broadcast their sales messages at the point of use, the most strategic moment. When a housewife is up to her elbows in soapsuds it is an ideal time to sell her a dishwashing machine or a dishwashing compound; a sales talk for fitted sheets would be best received while she is wrestling with bedmaking, he noted.

"Radio is the only advertising medium which can reach and sell people while they're doing other things," Gordon Gray, General Teleradio vice president in charge of WOR, said. "This ability explains why radio audiences will maintain their high level and be an effective advertising medium—if used properly. Here at WOR we feel that the emphasis should be on this type of qualitative investigation rather than looking at merely the ratings for a particular program."

'Lucy' Tops ARB; Army Hearings Score

THE *I Love Lucy* show, occupying first place, is the first regularly scheduled program this season to reach 50 million individual fans, according to the American Research Bureau's survey for May based on May 1-7 viewing. Although not scoring in the first 10, the McCarthy-Army hearings had an unduplicated rating of 35.7, reaching approximately 20,400,000 people, according to the survey. The Kentucky Derby enlisted more attention this year than last and attained a rating of 30.7, with nearly 14½-million viewers. Listings:

Rank	Program & Network	Rating
1.	I Love Lucy (CBS)	66.3
2.	Dragnet (NBC)	54.2
3.	You Bet Your Life (NBC)	48.4
4.	Comedy Hour (NBC)	45.7
5.	Jackie Gleason (CBS)	43.8
6.	Talent Scouts (CBS)	43.5
7.	Godfrey and Friends (CBS)	40.9
8.	Life of Riley (NBC)	40.9
9.	Our Miss Brooks (CBS)	39.2
10.	Milton Berle (NBC)	38.4

Rank	Program & Network	Viewers (000)
1.	I Love Lucy (CBS)	50,840
2.	Comedy Hour (NBC)	47,603
3.	Dragnet (NBC)	40,440
4.	You Bet Your Life (NBC)	37,400
5.	Jackie Gleason (CBS)	34,730
6.	Godfrey and Friends (CBS)	31,710
7.	Milton Berle (NBC)	29,740
8.	Talent Scouts (CBS)	27,350
9.	Your Hit Parade (NBC)	26,750
10.	Kraft Tv Theatre (NBC)	26,460

March Radio Shipments Up, First Quarter Below 1953

SHIPMENTS of radio sets to dealers totaled 418,997 for March, excluding auto receivers, compared to 291,234 sets in February, Radio-Electronics-Tv Mfrs. Assn. reported last week. During the first quarter 984,767 radios went to dealers, compared with 1,599,327 for the similar 1953 period, RETMA said. Shipment of non-auto radio sets by states for the 1954 quarter are shown in the table below:

State	Total	State	Total
Ala.	11,925	Nebr.	6,145
Ariz.	5,017	Nev.	877
Ark.	7,832	N. H.	2,314
Calif.	68,036	N. J.	53,483
Colo.	6,061	N. Mex.	2,665
Conn.	16,630	N. Y.	183,768
Del.	2,003	N. C.	17,045
D. of C.	11,300	N. Dak.	2,825
Fla.	23,001	Ohio	57,509
Ga.	13,796	Okla.	8,304
Idaho	1,834	Oreg.	4,931
Ill.	70,280	Pa.	66,205
Ind.	18,346	R. I.	5,324
Iowa	12,111	S. C.	7,012
Kans.	7,936	S. Dak.	4,235
Ky.	12,010	Tenn.	16,073
La.	12,498	Tex.	38,699
Me.	2,949	Utah	2,939
Md.	18,874	Vt.	1,702
Mass.	32,003	Va.	14,712
Mich.	45,229	Wash.	13,195
Minn.	15,763	W. Va.	7,250
Miss.	8,336	Wis.	19,174
Mo.	20,016	Wyo.	1,571
Mont.	3,024		
		TOTAL	984,767

First Quarter Output Of Sets Below '53

DURING the first four months of this year 1,904,718 television and 3,326,800 radio sets were manufactured, Radio-Electronics-Tv Mfrs. Assn. announces today (Monday).

The tv set figures compared with 2,827,821 for the 1953 and 1,647,708 for the 1952 periods, and the radio figure compared to 4,993,720 for the 1953 and 4,863,456 for the 1952 periods.

Tv set production in April, a four-week month, was 457,608, compared to 599,606 in March and 567,878 in April a year earlier. April radio set production totaled 745,235, compared with the five-week March 1954 figure of 940,352, and 1,158,936 sets in April of last year.

Of the nearly two million tv sets produced in 1954's first four months, 450,262 had uhf tuners, including 112,833 manufactured in April. Of radios produced in April, 14,008 had fm tuners and 2,578 tv sets had fm circuits, RETMA said.

	Television	Radio Home Sets	Radio Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
	1,904,718	913,441	526,400

	Auto Radios	Clock Radios	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
	1,427,641	459,318	3,326,800

'Lux Theatre' on Top Of Nielsen Radio Survey

SEVEN CBS Radio programs, with Lux Radio Theatre in first place, lead the National Nielsen Ratings of evening, once-a-week programs based on an April 18-24 survey:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week		
	(Average for all programs)	(1,773)
1	Lux Radio Theatre (CBS)	3,638
2	Jack Benny Show (CBS)	3,592
3	Amos 'n' Andy (CBS)	3,498
4	People Are Funny (CBS)	3,079
5	Bing Crosby Show (CBS)	3,032
6	Our Miss Brooks (CBS)	3,032
7	Arthur Godfrey's Scouts (CBS)	2,892
8	Dragnet (NBC)	2,799
9	Charlie McCarthy Show (CBS)	2,659
10	You Bet Your Life (NBC)	2,659
Evening, Multi-Weekly		
	(Average for all programs)	(980)
1	One Man's Family (NBC)	1,819
2	Fibber McGee & Molly (NBC)	1,586
3	News of the World (NBC)	1,539
Weekday (Average for all programs)		(1,539)
1	Arthur Godfrey (Toni) (Fri.) (CBS)	2,472
2	Arthur Godfrey (Lever) (CBS)	2,426
3	Romance of Helen Trent (CBS)	2,379
4	Our Gal, Sunday (CBS)	2,286
5	Aunt Jenny (CBS)	2,286
6	Pepper Young's Family (NBC)	2,239
7	Arthur Godfrey (Star-Kist) (CBS)	2,239
8	Backstage Wife (NBC)	2,192
9	Wendy Warren and the News (CBS)	2,192
10	Stella Dallas (NBC)	2,192
Day, Sunday (Average for all programs)		(793)
1	Shadow, The (Mutual)	1,959
2	Cecil Brown Commentary (Mutual)	1,493
3	Lorne Greene (Mutual)	1,259
Day, Saturday (Average for all programs)		(980)
1	Stars Over Hollywood (CBS)	1,773
2	Bill Shadel and the News (CBS)	1,633
3	Robert Q. Lewis (Mutual Ben.) (CBS)	1,399

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THE BEST MUSIC IN AMERICA

a
repertory
of
distinction

and an
outstanding
Transcribed
Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

167 STATIONS BUY WORLD'S NEW PLAN

World's new ComET plan provides an hour-long, name-talent, open-end program five days a week, says Pierre Weis, general manager.

A NEW PLAN offering a name-talent, hour-long open-end program five days a week as part of World Broadcasting System's regular library service was announced last week by Pierre Weis, WBS general manager, during the NARTB convention.

Called the World ComET plan (for "complete electrical transcription"), the new series now is available for fall selling, Mr. Weis said. He reported that 167 stations had been signed for World service and the new ComET plan in presentations to a "limited number of stations" during the past five weeks.

Mr. Weis stressed that ComET provides a new show each day, five days a week. "That's 260 hours, 1,040 quarter-hours a year of big name programming," he said. "Each full hour show has 15 spot availabilities, or 75 per week. In addition, the World subscriber gets a complete promotional kit containing talent photos and captions, news releases, clever caricatures for entertainment page publicity breaks, posters and sales aids.

"And the World subscriber gets all this free of talent or program charges. There is a nominal charge of a dollar an hour for each transcription disc which partially defrays the cost of manufacturing the discs."

If sold on a regular charge basis, Mr. Weis said, the program would cost around $15,000 in a town of about 150,000; $7,800 in a town of 75,000; $6,500 in a town of 50,000, and $1,500 in a town of 5,000 to 10,000.

Mr. Weis said, "World can make this long needed plan available to its affiliates because of the 1,000-plus subscribers which it got without such a plan. . . . It is because we have sufficient budget, because we are servicing 1,000 stations that we can make available in a bigger and better way this World ComET plan which every station has been asking for, for so long."

Personally Yours
BETTY GRABLE
AMERICA'S NO. 1 PIN-UP GIRL

KOY Phoenix has renewed for three years its affiliation with World Broadcasting System, thus becoming World's oldest subscriber. The three-year contract will round out 25 years with World. L to r: James Weathers, WBS representative, discusses the company's new ComET plan for affiliates with Albert Johnson, KOY manager, and J. R. Williams, program director of the Phoenix outlet.

LEE NICHOLS
Country Music Man

"Sagebrush Serenade"
"Western Requestin"
"Lee Nichols Show"

THE MART STORES

"For the first time we had volume sales that could directly be attributed to our advertising."

DOUGLAS OPTICAL

"We attribute a good share of our traffic to the terrific impact of our KWBB spot announcements."

Rep. by
George W. Clark, Inc.

KWBB
'WICHITA'S RADIO ACTIVE STATION'
1410 KC • 1000 WATTS

Muzak Opens Franchises In Expansion Program

BROADCASTERS are to be given first chance to acquire exclusive Muzak franchises in virtually all U. S. cities of 50,000 or more, Muzak Corp. said last week in revealing details of the company's plan for large scale expansion across the nation [AT DEADLINE, May 24].

Formerly restricted to markets of 200,000 or more, Muzak is basing its plans for expansion on its development of a magnetic tape playback instrument which, the company explained, "automatically starts, stops, pre-selects specialized as desired, reverses itself and changes tracks, automatically rewinding, shutting itself off and cutting on a companion tape mechanism—a process which with a bank of these Muzak machines may be continued ad infinitum."

In tests, Muzak tapes have been run through the new mechanism repeatedly more than 5,000 times with no signs of deterioration, wear or strain, Muzak reported. Additional tests of the synchro-clock mechanism have shown it accurate to within two seconds, it was stated.

For about 20 years, Muzak has been supplying background music for restaurants, hotels, banks, clubs, retail stores, offices and factories. The high cost of maintaining manual disc turntable operation, among other factors, has heretofore kept the Muzak service limited to major markets of 200,000 or more. The new automatic high fidelity tape operation has now cut costs to the point that the company's background music service is now feasible in smaller communities, Muzak believes.

Muzak's library of more than 7,000 selections, all recorded expressly for background use, is considered so valuable that the company is safeguarding it against piracy with a new watermarking process which entails the use of subsonic harmonics to impress the Muzak trademark on each selection in Morse code in such a way that the watermark cannot be eliminated without also blanking out the music. Patents are pending on this and other Muzak electronic devices, the company said.

Muzak plans to herald its expansion plans and the new mechanism which makes them possible with a national advertising and publicity campaign built around the slogan, "Now you can have Muzak wherever you go." Details of the advertising-publicity campaign are now being developed by St. Georges & Keyes, New York, Muzak agency.

ZENITH, WOR-TV START PHONEVISION TESTING

Chicago specialists join New York crews in starting test transmissions of the pay-see tv system in engineering check.

PLANS for a wide-scale Phonevision test in cooperation with WOR-TV New York beginning today (Monday) were announced Friday by Zenith Radio Corp.

A team of 15 Phonevision specialists from Chicago will join nine technicians from Zenith's New York office under the direction of Dr. Alexander Ellett, its research vice president. Purpose of the experiment is to check engineering factors through use of a high-power transmitter in the New York metropolitan area.

Dr. Ellett stressed that the experiments are solely in the interest of research and not to be construed in the nature of a mass audience test similar to that conducted in Chicago in 1951. Announcement of the test was made weeks ago.

Zenith will maintain headquarters at the Hotel New Yorker and service facilities at 527 W. 34th St. The engineering staff will be divided into seven field crews. In the initial two-week test, engineers will check Phonevision reception in 150-200 locations, as far north as Hartford and through the south Jersey area.

The test will have no effect on WOR-TV's regular signal, running 9 a.m. to 4 p.m. this week. This particular test will utilize a system whereby decoding information is carried as part of the regular WOR-TV signal, without use of any telephone circuits.

The signal cannot be received clearly on conventional receivers, with picture and sound scrambled during programming. Each one of the tv receivers used will have its own private code, it was explained.

The engineering group will check fringe areas, apartment house master antenna systems and buildings where only indoor antennas are permitted.

'Shorty Tunes' Are New Standard Radio Feature

STANDARD Radio Transcription Services Inc., Chicago, will re-enter the music production field with a monthly package of 20 *Shorty Tunes*, each 1½ minutes long, Milton M. Blink, president, announced last week.

Standard has not been in production since it began selling its music library outright to stations.

The new *Shorty Tunes* will be instrumental numbers, arranged especially for the 1½ minute playing times. The monthly package of 20 tunes on two 12-inch, 33⅓ rpm pressings, will be sold outright. Sale contracts for the series will be written with 60-day cancellation clauses.

Present owners of the basic Standard library, as well as those buying it in the future, will be given a reduced rate for the *Shorty Tunes,* Mr. Blink said.

A sample recording of 10 *Shorty Tunes,* made by Lawrence Welk and his orchestra, will be sent soon to about 1,000 stations. Regular distribution of the series will begin next September, Mr. Blink reported.

Spivak Sells Mercury Stock

LAWRENCE E. SPIVAK has disposed of his stock interest in Mercury Publications, of which he has been president and publisher, to devote full time to his radio-tv interests, he announced today (Monday). Mr. Spivak is owner and producer of several programs, including *Meet the Press* and *The Big Issue.*

PROGRAM SERVICES PEOPLE

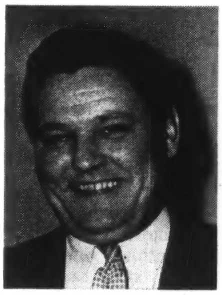
Glenn E. Miller, president, Glenn E. Miller Productions, Beverly Hills, in addition joins Spade Cooley Enterprises, that city (radio, tv, records, promotion-merchandising), as general manager.

Laurence B. Lueck, formerly magnetic products div., Minnesota Mining & Mfg. Co., elected vice president-general manager, E.M.C. Recordings Corp., St. Paul.

James W. Bayless, general plant manager, Capitol Records Inc., Hollywood, elected a vice president.

Al J. Madden, northern Calif. sales manager, Ziv Radio Productions, to head of newly-created sales organization, Sportsvision Inc., San Francisco.

Robert T. Sheeran, United Press divisional representative, named manager, UP Boston Bureau [B•T, May 24].


MR. SHEERAN

Sam Greller, formerly with Columbia Pictures Inc., named assistant supervisor of sales for Fortune Features Inc., N. Y., tv film distribution firm.

James W. Bayless, general plant manager, Capitol Records Inc., Hollywood, elected a vice president. **Joe Mathews,** West Coast sales promotion manager, transfers from Hollywood to Jacksonville, Fla., to establish and manage a Capitol Records Distribution Corp. branch office. **Buck Stapleton** takes over his former duties.

H. J. Eells, recently national sales manager, Los Angeles Drug Co., to Television Programs of America, N. Y., as account executive for Mountain States area headquartered in Denver.

Robert Howard, formerly NBC western manager, national spot radio and tv sales, to Hillman-Oakley Inc., Beverly Hills program packagers, as sales manager.

Bernard Miller, Les Goldsmith, Jack Miller and **Robert Claver** to Jules Power Productions Inc., newly-formed tv package firm, with offices in Chicago, New York and St. Louis.

Bob Gleason named production assistant, John Wolfe & Co., S.F., radio-tv production company.

L. Clay Johnson, business manager and consultant, Beverly Hills, to William B. White Agency, that city (talent service), as head of tv packaging department.

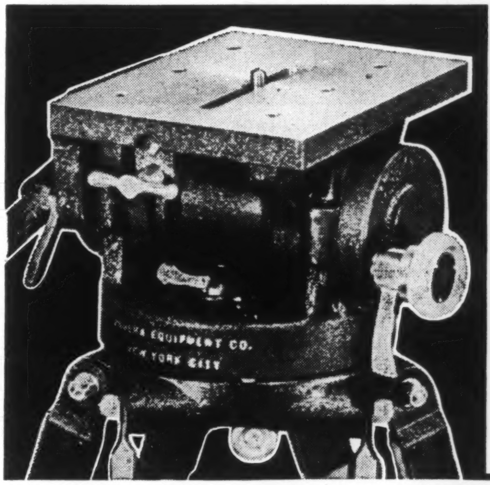
Hank Leeds, independent radio and tv packager, and **Jean Harrison Leeds,** president, Harrison Productions, N. Y., radio and tv commercial production company, parents of daughter, Liza Beth, May 12.

Donald Bain, 58, imitator of sounds made by animals, machines and babies for radio, tv and the legitimate stage, died May 22.

PROGRAM SERVICES SHORTS

The Detroit Television Council has been renamed **The Detroit Radio & Television Council** to "better serve effectively the interests of the entire broadcasting business," according to **Win Holden,** Council president.

Fremantle Overseas Radio Inc. changes name to **Fremantle Overseas Radio & Television Inc.** (FORTV) New York.



No More Groping...

NEW MODEL C

"BALANCED" TRIPOD HEAD

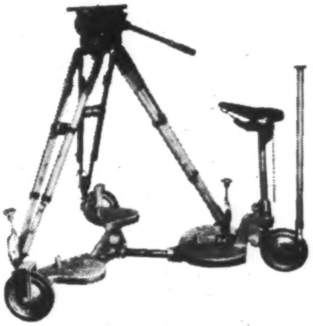
gives you correct center of gravity

...in a Flash!

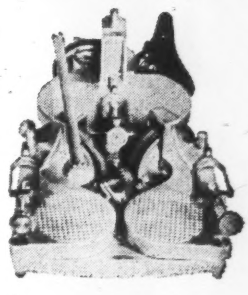
No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY



Dolly folds to fit into carrying case — 18"x 12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



Dolly assembled—with tripod mounted. Also mounts Baby tripod.

WE SELL, RENT & SERVICE CAMERAS ☆ MOVIOLAS ☆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shiftover, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLIES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.

ADVERTISING-SALES IS TOP ISSUE AT 'TRIBUNE' FORUM

Ben Duffy, BBDO president, says advertising campaigns no longer can be conducted without adequate research.

VIEWS on whether advertising should be responsible to sales and how elimination of excess profits tax will affect advertising, emerged as significant issues in last fortnight's fifth annual *Chicago Tribune* distribution and advertising forum.

The sessions were held in the WGN Chicago audience studios. They comprised a number of top industry executives, including Edgar Kobak, president of the Advertising Research Foundation; Fairfax Cone, president of Foote, Cone & Belding, and Ben Duffy, BBDO president. The forum was divided into three panel discussions.

Meyer Kestenbaum, president of Hart Schaffner & Marx, felt the removal of the excess profits tax would mean a return to the "proper evaluation" of advertising expenditures.

Mr. Kobak noted there had been a lot of "tax money" for advertising in recent years but felt the situation would straighten itself out within the next two years. He presided over a panel on "Management Looks at Distribution and Advertising" last Tuesday. Mr. Kobak added that sometimes companies "oughta do it (advertise) before they gotta do it."

Mr. Cone, serving as moderator of another panel, opined that advertising applied to products turned out by mass production has put the national brand in the driver's seat as a major factor in today's economy. "The major competition now is between advertisers and advertising," he stated.

Yardsticks of Ease, Speed

Mr. Duffy pointed out that advertising campaigns no longer can be conducted without adequate research. The yardsticks of ease and speed of new products determine whether the products contribute to a higher standard of living, was the subject of that particular panel.

George H. Brown, professor of marketing at the U. of Chicago, said he thought goods weren't being marketed "nine-tenths" as well as they could. He proposed that "if the FCC would license television channels for the purpose of delivering commercial messages only, the reduction in talent and time costs might enable television to be used to reduce the cost of retailing in a fashion similar to the mail order catalog. . . ."

Advertising should be done on a continuing basis and not "in fits and starts," according to W. Paul Jones, president of Servel Inc. He debated the question whether a firm's advertising budget should be based on a percentage of sales or market investments. M. F. Peckels, International Harvester Co., claimed that "right now sales needs advertising more than it ever has in the past. Advertising must help sales if it is to be effective."

George Foerstner, Amana Refrigerator Inc., felt ad expenditures should be pegged on a percentage of sales over a long range.

Henry C. Bonfig, vice president of Zenith Radio Corp., urged more efficient advertising to "pre-sell" products. He noted there has been a "tremendous change" in public relations through the years and claimed it is so broad that it cuts across many fields, including engineering at Zenith.

On the agency level, George H. Hartman, president of George H. Hartman Co., claimed that the penalty for mistakes in advertising has been increased because of the complexity of today's economy. He said:

"We no longer have to sell advertising to a dubious advertiser. We must build the right advertising and sell its proper use to an eager advertiser."

Chester Miller, copy supervisor, Leo Burnett Co., said that in these fast-moving times, advertising has had to take on a heavier burden for more and faster decisions designed to encourage the public to buy.

RALPH W. HARDY (r), NARTB vice president, is briefed by Capt. John D. Cohn prior to receiving a ride in a 600-mile-per-hour jet aircraft. Mr. Hardy is one of nearly 70 business, professional and industrial leaders who visited the Air Proving Ground Command at Eglin Air Force Base, Fla., with the 18th Joint Civilian Conference, a tour of military installations sponsored by Defense Dept.

BAB LISTS PARTS OF SALES CLINIC

MAJOR elements of each of the 37 area sales clinics to be conducted by BAB between June 7 and Aug. 31 have been listed by BAB President Kevin Sweeney.

Each clinic will have five principal components, he said, listing them as follows:

1. Half-hour transcribed "capsule" sales training course, one part dealing with fundamentals of selling and a second part with application of these fundamentals to specific problems of selling radio.

2. Demonstrations of actual sales presentation techniques and materials, using slide presentations dealing separately with each of more than a score of categories of local business.

3. Presentation of the "top 25 sales ideas of the year," along with the story of how each sale was made and with sample commercials.

4. Half-hour transcribed program on proper elements and step-by-step creation of good radio commercial copy (together with analyses of both good and bad copy).

5. Summary presentation of more than 600 different sales tools and presentations produced by BAB since last summer's sales clinics, accompanied by demonstration of specific application of the use of each category.

NATRFD Omaha Meet Set for June 3-5

RADIO-TV broadcasters from 19 states and the District of Columbia are expected to attend the spring meeting of he National Assn. of Television & Radio Farm Directors in Omaha June 3-5.

Major program events have been announced by Arnold W. Peterson, WOW-AM-TV Omaha, spring committee chairman.

Among the events scheduled are visits to Allied Chemical & Dye Corp.'s new $25 million plant, the Omaha stockyards, the U. of Nebraska Tractor Testing Lab, Strategic Air Command Headquarters and the Father Flanagan Home for Boys.

Little actual business will be transacted.

CTC Approves Plan To Merge With BECC

THE WAY was cleared May 21 to consolidate Chicago Television Council and the new Broadcast Executives Club of Chicago when the former voted unanimously for a plan to merge the two groups.

The new organization would be known as the Chicago Radio & Television Council. The proposal still needs approval by BECC. A business meeting will be called in the next fortnight by John Cory, Free & Peters, BECC president.

Brophy, Elliott, Moley To Address AAW Convention

ADDITION of three more speakers at the 1954 convention of the Advertising Assn. of the West, scheduled for June 27-30 in Salt Lake City, were announced last week.

The speakers are Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York, who will discuss "Advertising and Selling—America's Prosperity Tools for 1954"; Joseph E. Elliott, executive vice president, RCA, on radio and television in advertising, and Dr. Raymond Moley, contributing editor, *Newsweek* magazine.

These are in addition to previously announced Esther Latzke, Chicago, director of the Con-

'Best Sale' Award

BAB has announced details of its plan for a national "best sale of the month" contest under which the local radio time salesman who transacts "the best radio time sale" each month will be presented with an award. Closing date for the first entries is Aug. 15, covering the best sale made in the month of July.

Entries, to be forwarded to BAB by radio station sales managers, will be judged on the basis of (1) imagination used in making the sale; (2) obstacles overcome in completing the sales, and (3) time volume involved in making the sale. A panel of seven judges, not yet finalized, will include the advertising director of a top national advertiser, a vice president of a large advertising agency in terms of radio billing, editors and publishers from the radio and advertising trade press, and representatives of the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

sumer Service Department of Armour & Co., and former president of the Women's Advertising Club of Chicago; Everett J. Runyon, manager of advertising and sales promotion, California Packing Corp., San Francisco, and Samuel Barton, president, Marketing Research Corp. of America, New York.

Convention theme is "Advertising's Role in Selling." The Salt Lake Advertising Club will be host. Presiding at the convention will be Robert R. Gross, San Francisco, president of AAW and a former Salt Laker. Jimmy Hodgson is president of the host club.

California AP Radio Group Elects Cothran Chairman

WILLIAM COTHRAN, director of news and public affairs at KNBC San Francisco, NBC o&o station, was elected chairman of the California Associated Press Radio Assn. at a meeting held at the KNBC studios in Radio City last fortnight. Mr. Cothran succeeds Dick Joy, news director of KFAC Los Angeles.

Named as vice-chairman for the group was Ray Wilson, KFMB San Diego, who succeeds Mr. Cothran.

The association also voted to invite six Nevada stations who use Associated Press news wires to join the association effective this year.

Awards for the best news and special events show by member radio and television stations were presented at a luncheon meeting at the Clift Hotel.

TRADE ASSOCIATION PEOPLE

Carl Sigler, merchandising director, Gordon Best Co., re-elected president, Merchandising Executives Club of Chicago. **W. R. Egan,** Foote, Cone & Belding, and **George C. Papineau,** Needham, Louis & Brorby, re-elected vice presidents and **George Deepman,** Owens Illinois Glass Co., re-named treasurer.

Hildred Sanders, vice president in charge of radio and tv, Dan B. Miner Co., L. A., named chairman of Southern California Chapter, AAAA committee on radio-tv.

Russell C. Holslag, vice president, Precision Film Labs, N. Y., elected a vice president, Assn. of Cinema Labs Inc., N. Y. **Kern Moyse,** president, Peerless Film Processing Corp., N. Y., elected to board, Cinema Labs Inc.

Eldon H. Rohrsen, production manager, Tatham-Laird Inc., Chicago, elected president, Adv. Agency Production Men's Club of that city. **James L. Chisholm,** Needham, Louis & Brorby, elected vice president.

E. O. Morgan, general manager, Kierulff & Co., L. A. (southern California Motorola radio and tv set distributors), elected president, L. A. Sales Executives Club.

G. W. (Johnny) Johnstone, radio-tv director, National Assn. of Manufacturers, accompanied by Mrs. Johnstone, has started a six weeks transcontinental business trip. Mr. Johnstone will visit West Coast radio and tv network divisional offices, NAM regional offices and tv stations scheduling the Association's weekly tv film series, *Industry on Parade.*

Helen Green, Kenyon & Eckhardt, N. Y., librarian, elected chairman of Advertising Group of Greater New York for 1954-55 term by Special Libraries Assn. **Florence Davis,** librarian, William H. Weintraub & Co., elected treasurer.

POTTER BACKS UHF TAX AID; VHF'ERS SEEK TO BE HEARD

Senate Communications Subcommittee supports a proposal that would drop the 10% excise tax of uhf receivers. Vhf operators at the NARTB convention show concern over the proposals to curtail or eliminate vhf, and decide to present their side of the story.

SOME of the heat that the uhf operators have generated on Capitol Hill [B•T, May 24] is being applied this week on a key Senate committee.

The Senate Communications Subcommittee, led by its chairman, Charles E. Potter (R-Mich.), quickly adopted a resolution last week urging the Senate Finance Committee to eliminate the 10% Federal excise tax on uhf tv sets and component parts at the manufacturing level.

Copies of the resolution were distributed by Sen. Potter to members of the Finance group, which is methodically plowing through a projected overhaul of the tax laws.

The Potter unit emphasized in the resolution that "many complaints have been received by the Senate Interstate & Foreign Commerce Committee concerning the extreme lack of uhf receiving sets in the hands of viewers."

It said the uhf hearings "revealed that the high cost of conversion of a vhf set so that it could receive uhf signals was costly and generally troublesome." Unless action was taken now to "encourage the purchase of tv sets capable of receiving uhf signals, the miraculous media of mass communications on a truly nationwide basis may suffer a serious setback with the public interest adversely affected."

Result, the Potter group said, would be (1) loss of Federal revenue, (2) millions of jobs created by station construction and operation "will not be forthcoming," and (3) manufacturers, advertisers and salesmen would be affected indirectly.

Ramrodding the uhf request is Sen. Edwin C. Johnson (D-Colo.), a veteran of the legislative-broadcasting field in the Senate and a member of the Finance committee.

Sen. Johnson told B•T he expects his amendment urging the levy lift to come before the Finance group this Wednesday. The amendment has the endorsement of the NARTB and the Radio-Electronics-Tv Mfrs. Assn. At the same time, Sen. Russell B. Long (D-La.) may come up with his promised proposal that the 10% tax be eliminated on all tv sets.

Last week, during which the Senate subcommittee took time off on its uhf study that recessed May 21 and resumes this Thursday at G-16 in the Senate wing, was more a buildup for future action than a hiatus.

In Chicago at the NARTB convention, vhf station operators took steps to broaden the hearing. They were startled into action by the trend of events in Washington, where uhf broadcasters asked during the hearing that Congress declare a freeze in new vhf licensing to permit time for a solution to uhf operational ills. The vhf pioneering group plans to appear before the subcommittee.

NARTB Asks Appearance

At the same time, NARTB asked for an appearance to present data to the subcommittee (see NARTB story on the hearing, page 58).

The subcommittee also may be in for more drama than it had anticipated when it first began its inquiry into the uhf field. For the Senate group, it was learned, may now come head on with the controversial Edward Lamb case (see box, this page).

This week's two-day hearing already looms as a headliner. All of the networks, except DuMont which stated its position earlier in the hearing, are slated for appearances. In addition, the Storer Broadcasting Co., which is contesting the FCC multiple ownership rule in the courts, is scheduled to be first on the stand. Latest word was that George B. Storer, head of SBC, will represent the company.

Sen. Potter, it was learned, is not expecting a long-drawn-out hearing. But, at the same time, he has let it be known he wants every bit of information on uhf he "can get his hands on." According to his close associates, Sen. Potter is "still very much open-minded."

The Senator also assured NARTB that no hasty decisions would be made by the subcommittee. His statement was in answer to NARTB President Harold E. Fellow's wire asking that the subcommittee hold up until all the facts are in. "That is just what the Senator intends to do," a spokesman said.

At the same time, Sen. Johnson, queried by B•T, indicated there was no hesitation on his part as to what ought to be done for uhf. His remedy goes along with a large segment of the uhf operators—put all tv into uhf.

The Coloradan, who retires from the Senate at the end of this year, declared that he had recommended that the FCC place all television in the uhf as far back as five years ago.

Sen. Johnson also was critical of "the FCC leadership." He asked why FCC had not come before the subcommittee with suggestions for remedies. If the Commission would do this, Sen. Johnson said, then the Congress could offer legislative aids where needed.

Tentative list of witnesses for the Thurs-

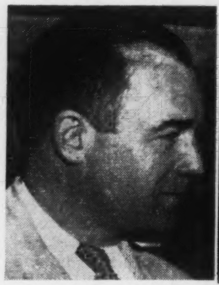
Lamb Issue to Senate?

FCC - EDWARD LAMB dispute may erupt this week in the public forum provided by the Senate Communications Subcommittee which is hearing the uhf problem.

J. Howard McGrath, former U. S. Attorney General who has been representing Mr. Lamb in the broadcaster-publisher's hassle with the Commission over the FCC's charges that Mr. Lamb misrepresented former alleged communist associations [B•T, May 17, 10], is slated as a witness this Friday before the Potter group.

Mr. Lamb has gone to court to protest the Commission's delay in conducting the public hearing of its charges. The hearing involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Mr. McGrath told B•T he planned to present his own views on uhf before the subcommittee. But, he asserted, he also would "record chronologically" how Mr. Lamb's attempt to obtain "three or four uhf channels" was "hampered" by the FCC delay in getting on with its charges against Mr. Lamb, described by the latter as a "smear."


MR. McGRATH

MR. STORER

day-Friday hearing, as drawn up last Thursday, is as follows:

Thursday—George Storer, Storer Broadcasting Co.; Merrill Panitt, managing editor, Triangle Publications Inc., Philadelphia; Hulbert Taft Jr., Radio Cincinnati Inc. (WKRC-TV); Gordon Brown, WSAY Rochester, N. Y.; Leon Green, KNUZ-TV Houston; Philip Merryman, WICC-TV Bridgeport, Conn.; Raymond F. Kohn, president, WFMZ-TV Allentown, Pa.

Friday—Ernest L. Jahncke Jr., ABC-TV; Jack Van Volkenburg, CBS-TV; Joseph V. Heffernan, NBC-TV; Joseph Brenner, KBAY-TV San Francisco; Franklin C. Salisbury, attorney, Salisbury and Wall; Raymond Wilmotte, consulting engineer; J. Howard McGrath, attorney [representing Edward Lamb].

The current order of witnesses may be shuffled quite a bit. NARTB has asked for an early appearance before the subcommittee. In addition, requests to testify had been received at the last minute from a few tv station operators.

Expected to come up when the networks testify is the bill (S 3456) introduced by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee. That measure would empower the FCC to regulate radio and tv networks. [B•T, May 17.]

HALLE-LUJAH!

Salvation is here again for summer advertising!

Operation Sunburst

Dynamic $100,000 summer sales promotion for Crosley Group Advertisers

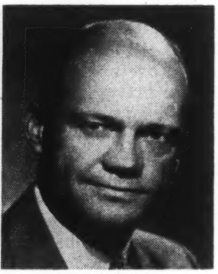
WATCH FOR THE BIG ANNOUNCEMENT

The committee has asked FCC, the General Accounting Office and the Justice Dept. for comments on the bill. As yet, the committee has not received communications from those agencies.

Broadcasters who have been following closely the testimony of FCC members on the uhf problem were rewarded with a round-robin discussion before the subcommittee at the May 21 session. The exchange was sparked by fervent pleas from uhf advocates that all tv be placed in the uhf.

Comr. Frieda B. Hennock held the center of the stage in that discussion when she made an impassioned statement punctuated with choked emotion and tears. That statement (from the official transcript):

MR. MERRYMAN


MR. TAFT

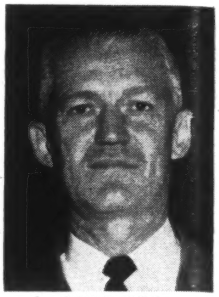
> It is very difficult for me to state my problem. I have to take my hair down and blame the Senate as much as the Commission.
>
> The 331 applicants which you now permit and all the other applicants have dropped by the wayside, and I think there were another 40 which gives 370 or 380 people who thought very highly of uhf.
>
> I blame the Senate because of the Senatorial pressure. I am all for these improvements that these people talk about, but if there is any testimony that there is anything the matter with uhf, they have not told me it for five years.

COMR. HENNOCK

> What do we mean as a Commission by sitting here and saying to these people that this is just as good as vhf and never make a distinction between the two bands, and if you want me to tell the truth, when you Senators call up this Commission and say hurry up and give us television service to our communities and give it to us tomorrow, and give it by the most unethical manner known to man, what do you mean by allowing applicants to come in on Tuesday at 5 o'clock and file an application and not allow anybody to compete for that channel and allow the worst interests in those communities—and I do not mean disreputable necessarily, but when you allow two companies to merge and not even to let the public know what is happening to the public interest and necessity in this country and the free speech and opinion, what do you think I will say when you ask me that question?
>
> I am ready to cry and give up and if you want to know the rest of my statement I will give it to you before I am through this hearing.

Of equal interest, but receiving less attention in news reports of that day's proceedings, was the statement by FCC Chairman Rosel H. Hyde. This, as taken from the transcript, follows in full:

> During the Commission's consideration on allocation plans, the idea of shifting the entire service to the ultra-high, so that all stations would have the same type of channel, was considered to a certain extent.
>
> At that time, the Commission was aware of quite a large number of television sets in the hands of the consumers.
>
> By the time the report was released, the figure was about 15 million.
>
> It was, of course, aware of the serious dislocations of service that would be involved in any general shift.


CHMN. HYDE

> It was aware, of course, of the inconvenience that it would cause to the public.
>
> It was, of course, aware of the impact any such move would have on a new industry just getting started.
>
> Actually in 1952, there were still people holding the opinion that television couldn't operate in the way the broadcast services have traditionally operated in this country.
>
> There were well-known people in the broadcasting field making public statements that television couldn't survive on advertising revenue.
>
> The committee has heard witnesses mention that permits for vhf stations were surrendered. There were 20 such permits surrendered. There were a larger number of applications for television permits that were withdrawn, in some instances quickly, for fear the Commission might grant a permit before the application could be withdrawn.
>
> Now that indicates, I believe, some of the fear and some of the concern about whether television, as a service, could get started.
>
> In that kind of a psychology, on the basis of that kind of an outlook, and with the dislocations I have mentioned, the Commission could hardly have undertaken a shift of this struggling industry into an undeveloped part of the spectrum.
>
> You may say, "Why did we attempt to extend the industry into that field?"
>
> Well, we didn't do that without getting the advice and opinion of everyone that can be helpful, and it was done, as the testimony, which has been presented shows, on the basis of assurances that equipment, as such, would be made available as the allocation was ready for implementation; and, of course, as always, the Commission had to proceed with faith and confidence in an industry which has made remarkable achievements.
>
> The original television allocation was made on that basis.
>
> There were many skeptics who had doubts in the workability of television not to mention its prospects as a business enterprise.
>
> Now, I believe I mentioned that the usual experience of the first television stations to operate, the universal experience of them, was to lose money. As more and more stations got on the air and set distribution increased, the time it took for a new station to begin to make money was shorter.
>
> That, I think, explains some of the reasons why the Commission did not make an effort to wipe the slate clean and move the whole industry up into ultra-high.

Others Asked Views

Comrs. George E. Sterling and E. M. Webster, present in the hearing room, also were asked by the Senators to present their views.

Comr. Sterling said that he agreed with the position expressed by Chairman Hyde earlier that day which stressed the Commission had found it necessary "to use both parts of the spectrum in order to provide the [tv] coverage necessary."

Comr. Sterling warned that it was not possible to "generalize" about something as great in proportion as tv. "From a long term standpoint," he said, "I do not believe there would be sufficient uhf channels to provide for nationwide competitive service, But I believe that as time goes on the manufacturers, in response to a demand for cheaper equipment and competitive features," will attack the problem, and smaller communities will want inexpensive and "small power-cheap" tv outlets.

He also warned of a tendency to guarantee a particular nationwide, competitive tv service for the U. S.

Echoing agreement with Comrs. Hyde and Sterling, Comr. Webster said: "I could see no way from an engineering point of view, that you could give a country-wide television service with just the uhf band. . . . To make a general statement that you can do it in uhf, I want somebody to come up and prove it."

In changing tv into all uhf, Comr. Webster stressed legal complications.

The transcript also shows the hearing closing on a "gracious" note that day, when Miss Hennock stated in part:

COMR. WEBSTER

COMR. STERLING

"I, personally want to thank you for your patience with me when I got a little emotional about this, but, as I say, I have taken my share of the blame, and I feel the Commission has been perfectly honest about it, and my colleagues have, from the beginning; and it is a very critical situation, and it is a very difficult one, to place at your door as a new chairman.

"I just want you to know we all think you are wonderful."

Sen. Potter: "You are gracious."

JOHNSON DROPS BASEBALL BATTLE

SEN. EDWIN C. JOHNSON (D-Colo.) last week abandoned his fight to divorce professional baseball from breweries and other commercial enterprises.

Sen. Johnson's statement that he was "through" with his plan to press for his resolution that would apply Federal anti-trust laws to any baseball club owned by a company which is itself subject to those laws, came a day after last Tuesday's hearing before a Senate Judiciary subcommittee.

Sen. Johnson said Wednesday that his primary interest in proposing his resolution was "to give a warning" to baseball and Congress that the sport's newly-guaranteed exemption from the anti-trust laws may be lost. He said he would not renew his legislative battle against big league baseball unless baseball itself got behind him.

The Colorado Senator has been in a lengthy wrangle with August A. Busch Jr., owner of the St. Louis Cardinals. Mr. Busch, appearing before the subcommittee with a battery of attorneys and tax experts, denied Sen. Johnson's charge that he is using the baseball club to promote a beer monopoly via the use of broadcasts of St. Louis games.

WATCH ANNOUNCEMENT OF *NEW*
RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.
CHICAGO, ILL.

Mr. Busch, visibly angered by Sen. Johnson's assertion of a "beer war" and the alleged use of Cardinals broadcasts sponsored by Budweiser beer (Mr. Busch is owner of Anheuser-Busch Inc., St. Louis), to further the brewery's interests surprised the subcommittee by saying:

1. He would sell the Cardinals "tomorrow" if the team would be kept in St. Louis, and

2. Radio and tv rights to Cardinal games were not necessarily the exclusive property of his brewery. "If anybody wants to offer more, the bid would be considered," Mr. Busch said.

A feature of the hearing was a biting reminder from Sen. Everett M. Dirksen (R-Ill.) that he would fight not only Sen. Johnson's resolution on the anti-trust laws but that he would do all in his power to thwart the Coloradan's bill (S 1396) which would restore baseball's rule 1 (d). The latter measure, which was given committee approval last year, has been blocked on the Senate floor.

Sen. Dirksen told Sen. Johnson he was "going off on a tangent" and "seeing dangers and phantoms under the bed that do not exist."

Mr. Busch revealed that Budweiser was paying $300,000 for radio-tv rights to the Cardinals games (77 home contests).

WHITEFISH BAY CH. 6 CASE BEGINS

Countercharges of lack of good faith are exchanged by contestants, Independent Tv Inc. and WMIL. The other bidder is Hearst's WISN.

HEARING conferences on Whitefish Bay's ch. 6 (Milwaukee area) opened Friday with cross-complaints of lack of good faith made by two of the three applicants.

The two complaining contestants are WMIL Milwaukee and Independent Television Inc. The third applicant is Hearst Corp. (WISN Milwaukee).

WMIL two weeks ago asked FCC to dismiss the Independent application on the ground that it was notarized by a party in interest which is forbidden by Wisconsin law. WMIL also charged that the Independent application had not been filed in good faith and that this should be made one of the issues in the case.

Independent answered that the Wisconsin law cited by WMIL regarding notarization applied only to banking institutions and that the state regulations regarding notaries contained no such provision. It also said it was prepared to furnish proper certification if required. It claimed its application was filed in good faith and that it intended to prosecute it vigorously.

Essence of the WMIL allegation regarding the good faith of the Independent bid was that there is a close relationship between Independent's counsel, the Uhf Television Assn., and ch. 25 WCAN-TV Milwaukee. William A. Roberts is counsel for Independent and the Uhf Tv Assn. President of the Uhf Tv Assn. is Lou Poller, who is also president of WCAN-TV. Both the Uhf Tv Assn. and WCAN-TV fought the allocation of ch. 6 to Whitefish Bay.

In its reply, filed by Mr. Roberts, Independent maintained that there was no conflict in acting as counsel for Uhf Assn. and Independent. It asserted that Mr. Poller was only one member of the board of the Uhf Assn., and that organization's opposition to the allocation of ch. 6 to Whitefish Bay was made by unanimous vote of the entire board. It also declared that Mr. Roberts has had no client-attorney relation with Mr. Poller in behalf of WCAN-TV or individually.

Referring to the charges as "guilt by association," Independent defended its apparent last minute filing by citing the uncertainties of the outcome of the two pending applications at that time—WMIL and Hearst Corp. It pointed out what it said was Sen. Joseph R. McCarthy's (R-Wis.) well-known interest in behalf of Hearst Corp., and also declared that one of WMIL's stockholders was a former administrative assistant to Sen. McCarthy. This is Thomas W. Korb, 9% stockholder, it was understood.

WMIL's charges of bad faith are a product of "spite and disappointment," Independent said.

Independent application was filed Jan. 8 following three months of controversy on the allocation of ch. 6 to Whitefish Bay, a suburb of Milwaukee. The allocation was recommended by Hearst Corp. and bitterly opposed by WCAN-TV, operating on ch. 25 in Milwaukee, and the Uhf Tv Assn. WCAN-TV went so far as to ask the court for a stay order pending a judicial decision on its appeal from the Commission's order making the allocation. This was denied by the U. S. Court of Appeals in January.

Following the court's decision, WCAN-TV filed to intervene in the Whitefish Bay ch. 6 hearing, which FCC granted earlier.

Independent is composed of Detroit and Milwaukee businessmen, including Jack Kahn, 25%, hosiery and underwear manufacturer; Richard G. Fried, 14%, glove manufacturer; Lawrence Fleischmann, 10%, advertising and real estate; Blair Moody, 10%, former U. S. Senator and newspaperman, and Max Straus, 10%, one-third owner of *Omnibook*.

T. "THOMAS" LEAHY

MONARCH WINE COMPANY

"The results of our 25 spot a week schedule have really been amazing."

ROLLAND STUDIOS

"We had 18 inquiries on 1 one minute spot and sold 15 of them."

Rep. by
George W. Clark, Inc.

KWBB

WICHITA'S RADIO ACTIVE STATION

1410 KC • 1000 WATTS

The Ladies Wait for the Door to Open

INTERSTATE AND FOREIGN COMMERCE COMMITTEE

UNUSUAL spectacle of actual lobbying in the lobbies of Congress greeted spectators who sought to attend hearings which began last fortnight on the Bryson bill (HR 1277) to ban advertising of alcoholic beverages in all media.

Representatives of various temperance and prohibition organizations stopped persons seeking to enter the hearing room in the House Office Bldg. to inquire whether they were Congressmen and, if so, to solicit their support.

On the first day of the hearing (May 19) supporters of the temperance forces, most of them middle-aged women, stormed the doors of the House Interstate & Foreign Commerce Committee hearing room as this picture shows. Most of them had to stand once they gained entrance. Doors were blocked by guards until witnesses were seated.

The preponderance of pro-Bryson bill spectators made it necessary for the hearing site to shift from the regular hearing room in the New House Office Bldg. to the much larger House Caucus Room, located in another building.

TESTIMONY ON BRYSON BILL ENDS

Although some in Washington consign the anti-alcoholic beverage advertising measure to the committee shelf, the 'dry' lobby is seen as a potent threat. ANA warns against subjecting the beer, wine and liquor industry to 'a censorial blackout.'

A 31-MAN House Interstate & Foreign Commerce Committee must now decide what, if anything, it will do about the Bryson bill which would ban all alcoholic beverage advertising from interstate commerce. This would mean no beer or wine ads would be permitted on the airwaves.

The Bryson bill (HR 1227) hearing by the committee started May 19 [B•T, May 24] and ended last Monday after a full day of testimony.

Chairman Charles A. Wolverton (R-N. J.), who was present during most of the hearings, has not indicated his sentiment on the measure. Some observers already have consigned the bill to the legislative graveyard.

Because of the large membership of the committee, viewpoints are bound to be divergent. At the same time, the measure itself is so controversial as to bar any quick committee decision. It is speculated also that the committee held the full hearing to placate the persistent prohibitionists but that the measure now will be placed on the shelf for the remainder of this congressional session, now more than half over.

But working against this, and for the Bryson bill will be one of Washington's most powerful lobbies—the "drys," made up of the National Temperance & Prohibition Council, the National Woman's Christian Temperance Union and many allied groups.

These various organizations succeeded in forcing a hearing on the Bryson bill by swamping congressional offices with messages, petitions, letters and telegrams, all urging immediate action.

At the same time, the dry lobby has succeeded in hastening a hearing in the Senate where the Interstate & Foreign Commerce Committee there has scheduled June 21 for its Subcommittee on Business & Consumer Interests to hear the Langer bill (S 3294). The Langer measure is essentially the same bill as the Bryson proposed legislation.

NARTB was the radio-tv industry's spokesman at the House hearing. Testifying May 21 (also see AT DEADLINE, May 24), NARTB Vice President Ralph W. Hardy charged the Bryson bill with discriminating against the broadcasters.

Mr. Hardy asserted before the committee that:

The right to advertise legal goods and services which are generally available to the public for purchase and use is a basic one (and) the private enterprise radio and television stations which derive their financial support from advertising revenue would be derelict if they failed to vigorously defend that basic right.

Mr. Hardy said that if the direct threat to the principle he enumerated was ignored by broadcasters, "we would find ourselves compromised in the future when other advertising curtailments were proposed."

Last Monday's witnesses were equally divided among the bill's proponents and opponents.

Against the bill, witness Gilbert H. Weil, general counsel of the Assn. of National Advertisers (ANA), told the committee that "honest and proper advertising of a lawful commodity should not and cannot be subjected to a censorial blackout."

Clarence L. Chapin, president of Repeal Assoc., urged parental control which "should be such that nothing further would be needed to solve the problem of the possibility of children being influenced by advertising of alcoholic beverages."

Bill 'Discriminatory'

Also in opposition to the bill, Arthur P. Bondurant of Glenmore Distilleries and R. E. Joyce, vice president of Distilled Spirits Institute, testified the bill was discriminatory against their industry.

They denied the charge that the beer, wine and liquor industry spends excessively for advertising and showed the declining percentages of advertising expenditures for the industry in recent years as proof. They also cited voluntary efforts on behalf of their industry to police advertising, particularly on radio-tv, in Sunday newspapers and in other forms of media. Peyton R. Evans, Washington Publications Assn., representing the three dailies in the Nation's Capital, also opposed the bill.

A Washington lawyer, Dr. Edward B. Dunford, representing the National Temperance League, set forth a lengthy list of legal precedents which he said argued that it is within the power of Congress to pass a bill such as the Bryson measure.

An advocate of prohibition, Edward P. Gaston, national commander of the Patriotic Guard of America Inc. and American commissioner of the World Prohibition Federation, warned "every nation in history that perished has died drunk. If America ever dies, it will die drunk." He also advocated passage of an anti-tobacco advertising bill.

Also testifying Monday: William L. Daley, National Editorial Assn. Legislative Committee (against the Bryson bill).

In other developments:

Rep. H. P. Eberharter (D-Pa.) last week introduced a bill (HR 9309) to bar tobacco advertising. It is similar to the measure (HR 9153) introduced a fortnight ago by Rep. John Dingell (D-Mich.).

The American Newspaper Publishers Assn. bought space in *The Washington Post-Times Herald* presenting its position against the Bryson bill as it had been given to the House committee. The ad was titled, "It should always be legal to advertise anything that may be legally sold."

Ch. 2 Bid in Clear

PROSPECT of an initial decision to grant ch. 2 at Henderson, Nev., to Southwestern Pub. Co. appeared last week as FCC reported approval for dismissal of a competitive bid by Boulder City Broadcasting Co. operator of KRAM Las Vegas. KRAM withdrew in favor of prosecution of a bid in which it is associated for ch. 13 at Las Vegas, Desert Television Co. Southwestern is operator of KFSA-AM-TV Ft. Smith, Ark.

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Network Benefits Slight, Says Mason

THE bill to authorize the FCC to regulate networks, introduced by Sen. John W. Bricker (R-Ohio) [B•T, May 17], may have brought glee to some broadcasters who feel networks have too much power over their affiliates, but to one broadcaster it's a little like St. George going after the dragon whose fire has already been banked and whose fangs have been drawn.

Robert T. Mason, president and general manager of 250-w WMRN Marion, Ohio (on 1490 kc), believes that "in a high percentage of cases network affiliation is of little financial value to a station."

In a letter to Sen. Bricker, who is chairman of the Senate Interstate and Foreign Commerce Committee, Mr. Mason suggested that it might be more apropos to look into the relationship of AT&T and its position in allocating long lines to the various networks. He also suggested that the committee determine what proportion of broadcast revenues go to AT&T to maintain its long lines.

WMRN, which is affiliated with ABC, received total income from network sources in 1947 of $12,000, of which $10,000 came from ABC, Mr. Mason informed Sen. Bricker. Six years later, total network revenue amounted to only $1,500, he said.

"Other than the programming that is provided free," Mr. Mason wrote, "much of which is of secondary nature in quality, there is little real value in a network affiliation except for the ability of the individual stations to sell spot announcements for programs adjacent to network programs."

Mr. Mason also spoke of the "unhealthy and uneconomic" practice of networks selling spots in sustaining programs, network "hysteria" over television and the "repeated" reduction in affiliate compensation rates. This makes it evident, Mr. Mason added, that "the future of the entire network industry as such may be very questionable."

The future of networks, Mr. Mason judged, is along the lines of the feature syndicates of newspapers and magazines. Programs owned by networks will be sold to any station, under a franchise system, he foresaw.

Mr. Mason, who was an NARTB director several years ago and who has been active on NARTB committees, noted that he was not questioning the necessity or propriety of Sen. Bricker's bill (S-3456), but was questioning the basis for the legislation.

In discussing the reasons for introducing his bill, Sen. Bricker pointed to the 60 uhf tv grants and the 12 vhf grants dropped or surrendered and declared that "we have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks."

He also said: "Since the original Communications Act . . . networks have grown to dominate the broadcast field. The ability of an individual station to obtain network programming too often determines whether that station lives or dies."

Tv 'Piercing Medium'

DEMOCRATIC Gov. Robert B. Meyner of New Jersey, in a talk before the Washington, D. C., National Press Club, said of Sen. Joseph R. McCarthy's appearance on tv screens: **"The tv screen** is a piercing medium for laying bare men's personalities and character, and I do not think the junior Senator from Wisconsin has survived the test." He said, "The tv view of the Senator from Wisconsin has dispelled **much of the** propaganda he has been uttering for some years now." This was the speech in which the governor said Sen. McCarthy was "through as a political force."

HOUSE UNIT SETS PROBE OF FACTS FORUM ISSUES

Edward R. Murrow's name pops up in testimony, brings conflict among members of the special committee.

A SPECIAL House probe unit is moving quickly toward an airing of Facts Forum Inc. which produces radio and tv programs [B•T, May 17].

It was revealed that Internal Revenue Bureau officials would be called this week to testify about results of their investigations of foundations (non-profit, educational institutions which enjoy a tax-exempt status).

According to Rene A. Wormser, the committee's counsel, these officials "will show us just how difficult it is to determine what is propaganda on the part of foundations. They will bring us samples of propaganda that will shock us."

A Democratic member of the House Committee Investigating Tax-Exempt Foundations, which is headed by Chairman Carroll Reece (R-Tenn.), has charged Facts Forum with propaganda and a one-sided presentation of public issues.

The Democrat, Ohio's Wayne L. Hays, has aimed his barbs at Facts Forum, intimating the organization possibly uses its programs to influence political attitudes. If the programs are biased, according to Rep. Hays, they have the right to be on the air but not with tax-exempt funds.

Asks to Be Heard

Chairman Reece disclosed that representatives of the radio-tv division of Facts Forum had requested to be heard. He named Hardy Burt as the spokesman, and added that he had assured Mr. Burt he would be called.

Last week's hearing was tumultuous with frequent rows among committee members. At one point, when a witness, Aaron M. Sargent, named Sen. Paul A. Douglas (D-Ill.) as a "Socialist" in his college days, Rep. Hays walked out of the hearing protesting Chairman Reece's refusal to require the witness' testimony be heard first in executive session.

Another argument broke out when Mr. Sargent, a San Francisco attorney, included CBS news commentator Edward R. Murrow in a list of 25 persons whom he said appeared in a pamphlet dealing with a summer school session at Moscow U. in 1935.

At the mention of Mr. Murrow, Rep. Hays said: "I must object to this. This is the same thing Joe McCarthy accused Murrow of several weeks ago and it has been repudiated."

Mr. Sargent said the pamphlet indicated the thinking of educators at that time and was part of efforts to propagandize the American school system. When the attorney said he had been informed the summer school session had been held in the Soviet Union, Rep. Hays countered with a charge that apparently Mr. Sargent "never read the papers, never listened to the radio or watched television."

Later Rep. Hays said he checked with CBS and that Mr. Sargent's assertion had been refuted. The Congressman then asked that Mr. Murrow be called before the committee. The House group took no action but Rep. Reece said, "We'll be glad to subpoena someone."

"I nominate Murrow," said Rep. Hays. "If it's a lie he can nail it to the cross. I merely want to ask him if the school was held or not held."

Senate Passes Authority For Military Radio-Tv

THE SENATE has passed and sent to the House a bill that would set up statutory authority for such military-connected radio-tv facilities as the Armed Forces Network.

The measure (S 3401) was authored May 4 by Sen. Leverett Saltonstall (R-Mass.). He offered the bill at the request of the military. Such facilities as AFRN first were operated under emergency war powers. Later, their continued use was permitted by yearly congressional appropriations. The Saltonstall bill would give authority for future appropriations for radio and tv entertainment of troops and service personnel abroad and in isolated places in this country.

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Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

SOME of the guests attending a reception in honor of Theodore Granik's *American Forum of the Air*, Washington-originated NBC-AM-TV program which celebrated its 26th anniversary May 9 [B•T, May 17] and is claimed to be the oldest network discussion program, included (l to r): Rep. Dwight Rogers (D-Fla.); Sen. Mike Mansfield (D-Mont.); Leonard Hall, Republican National Committee chairman; Sen. Karl Mundt (R-S. D.); Robert Granik; Theodore Granik, founder and producer; Stephen Mitchell, Democratic National Committee chairman; Sen. James E. Murray (D-Mont.); Rep. John W. McCormack (D-Mass.), and Sylvan M. Marshall, with Mr. Granik's law firm.

FCC May Curtail 'Points of Reliance'

ELIMINATION of the requirement that "points of reliance" be submitted by opposing counsel in tv comparative hearing cases—and a statement calling on examiners to exert more leadership in cases—is expected to be announced by the FCC momentarily, according to informed sources.

Other revisions of the so-called expediting procedures are also expected in the same order, it was understood. One of these may be the deletion of the provision requiring exchanges of information among applicants.

Reversal of the FCC's thinking on these subjects is believed to stem from a meeting two weeks ago of FCC Chairman Rosel H. Hyde, Comrs. Robert T. Bartley and John C. Doerfer, and staff advisers and members of the Practices & Procedures Committee of the Federal Communications Bar Assn.

The meeting was the culmination of a series of discussions which have been taking place during the past few months.

The considerations came to a head several weeks ago, when the Commission heard oral argument on the request of the Broadcast Bureau that the points of reliance submitted and accepted by the examiners in the Miami ch. 7 and Charlotte, N. C., ch. 9 cases lacked "specificity" [B•T, May 10, 3; April 26]. This resulted in a re-evaluation by the Commission of its requirement that points of reliance be particularized.

Under the Commission's expediting rules, it was required that each applicant must detail his case in conferences with the examiner so that hearings could be held to a minimum of time and record.

Commission's attitude that examiners must exert more direction of hearings has not fallen on deaf ears.

Last fortnight, in the Miami ch. 7 hearing, the first applicant was on and off the stand in seven hours. This was Biscayne Television Corp., which is an amalgamation of WIOD and WQAM Miami, with former NBC president Niles Trammell holding the balance of control.

Under the firm hand of Hearing Examiner James D. Cunningham, and with the cooperation of all parties and counsel, it is believed that the other applicants—there are three others—will not take more than the same amount of time. This should, it is believed, wind up the hearing in seven or eight days.

Among the innovations instituted by Mr. Cunningham were pressure for stipulations instead of oral testimony regarding such things as public service, network affiliation, and biographies of directors—saving a total of 40 witnesses; consolidation of questions for cross-examination by opposing counsel, instead of repetitive interrogations by each of the opposing attorneys; elimination of "self serving" and "conclusionary" evidence; a sharp brake on "fishing expeditions," and the refusal to clutter the record with financial matters. On the latter, Mr. Cunningham ruled that since the Commission had found all applicants financially qualified, there was no need to put any such information in the record.

Button to Defense Dept.

ROBERT E. BUTTON, account executive in the sales department of NBC-TV, has been granted a leave of absence to serve in Washington as assistant director of the office of special operations in the office of Secretary of Defense Charles E. Wilson.

Three Initial Tv Grants Include Vhf for Phoenix

INITIAL decisions proposing new tv grants for ch. 3 at Phoenix, ch. 8 at Petersburg, Va., and ch. 9 at Dothan, Ala., were announced last week by FCC.

Prospective permittees are: Phoenix ch. 3, Arizona Television Co., headed by ex-Sen. Ernest W. McFarland (D-Ariz.); Petersburg ch. 8, Southside Virginia Telecasting Corp., whose principals also operate WSSV there; and Dothan ch. 9, Ala-Fla-Ga Television Inc.

Arizona Television was the only applicant for ch. 3 at Phoenix, a competitive bid by KTAR there having been dismissed earlier. KTAR has purchased ch. 12 KTYL-TV Mesa, Ariz., subject to Commission approval. Besides president and 40%-owner McFarland, Arizona Television also includes 10% owner Edward Cooper, former communications expert of the Senate Interstate & Foreign Commerce Committee, now tv director of Motion Picture Assn. of America.

Examiner Claire W. Hardy preferred WSSV for ch. 8 at Petersburg over competitor Petersburg Television Corp., which would be denied, on the grounds of programs and ownership integration. Petersburg Television is under common ownership with WLEE Richmond and WITH-AM-TV Baltimore.

Examiner Hardy also wrote the Dothan decision, favoring Ala-Fla-Ga Tv. It would deny in default the competitive bid of WOOF Television Corp., under common ownership with WOOF Dothan.

CCBS Prepares Position In Daytime Skywave Case

REVIEW of FCC's proposal to change rules and standards relating to suggested daytime skywave protection at sunrise and sunset hours for clear channel stations was presented at a meeting of the Clear Channel Broadcasting Service in Chicago last week [B•T, April 26, March 15].

Representatives of all but one of 14 clear channel stations met Wednesday morning during the 32d annual NARTB convention. Presiding was Hollis Seavey, CCBS director.

The group discussed the nature of CCBS' position on the question and the tack it will take in argument before the Commission next

FTC Ad Checks: Radio, 3.5%; Tv, 4.9%

FEDERAL Trade Commission figures compiled from reports by the agency's advertising examiners indicate that of 299,768 radio continuities examined during the 12-month period from May 1, 1953, through April 1954, some 10,575 or 3.5% were set aside for further investigation because of the possibility of being "false and misleading."

Of 112,460 television continuities examined, 5,547 or 4.9% were set aside for further check by the FTC.

Some 3.8% or 6,652 of the 177,183 newspaper advertisements examined were set aside as questionable by FTC, and 4.8% or 4,245 of 88,752 magazine advertisements examined were set aside for more checking.

FTC said the number set aside is not necessarily a complete index of the character of the advertising examined since some questionable advertising is not set aside for more checking because of apparent lack of jurisdiction by the agency, and for other reasons.

The agency also disclosed that Robert Heller & Assoc., Cleveland, management consultant firm which recommended changes in FTC's organization and procedures in a report Feb. 1, part of which has been followed by FTC in a reorganization to take place July 1 [B•T, May 24], also has recommended changes in the agency's setup for examination of advertising.

The consultant firm reported that "tangible results" of FTC's examinations were "small" for the money expended and that after examination of "thousands" of advertisements, only 84 preliminary inquiries and 55 scheduled investigations were instituted in fiscal 1953.

The management consultant firm recommended that FTC's seven advertising examiners, "whose prior experience has been largely stenographic and secretarial, be replaced by three attorneys." These, the firm said, could identify better and more rapidly "unfair or misleading advertising" and also initiate processing, "unlike present examiners."

month. Oral argument was postponed by FCC last week, at the request of the Federal Communications Bar Assn., from June 7 to June 15. Deadline for filing appearances was extended to June 1, briefs June 8.

The emergence of the Daytime Broadcasters Assn. as an opposition force in the skywave proposal also drew considerable attention, it was understood.

CCBS already has made known publicly its position on the controversy, claiming there has been some misunderstanding over the plan to afford clear channel skywave protection at sunrise and sunset [B•T, May 10].

Members of the CCBS group in Chicago were apprised of a memorandum, circulated in Congress earlier this month, explaining that CCBS will oppose the Commission's proposed order and report. CCBS claims secondary stations would not be hurt and that the protection given clears is inadequate.

HILL HEARINGS GAIN LOCAL SPONSORSHIPS

New ABC-TV and DTN sales reported by affiliates.

INCREASING local sales of telecasts of the Army-McCarthy hearing were reported last week as network broadcast coverage resumed last Monday after a layoff of a week.

Sales made by ABC-TV affiliates include those of WTVP (TV) Decatur, Ill., to the local Philco dealer; WENS (TV) Pittsburgh, Arthur Murray Dance Studios; WARM-TV Scranton, Books Furs; WILK-TV Wilkes-Barre, Peoples Outfitters and D & H Distributing Co.; WAYS-TV Charlotte to Radiotronic Television Equipment Co.; WSJV (TV) Elkhart, First Old State Bank and Peter Eckricht & Sons; WHUR (TV) Manchester, Eastern Co.; Merrimack St. Garage; Down Insurance Agency and Ray Hackett Home Appliances; WTVH-TV Peoria, Famous Appliance Store of Peoria; WWOR-TV Worcester, Kennedy-Sacks Opticians; WSBA-TV York, Group of "spot" advertisers; WXEL (TV) Cleveland, Chrysler Dealer, Leader Appliance Store, Hippodrome Theatre, Canfield Oil and *TV Guide;* KMMT (TV) Austin, Minn., Minnesota Food Dealers.

St. Louis Turnabout

DuMont Television Network coverage of the hearing was sold by its St. Louis area affiliate, WTVI (TV) Belleville, Ill., to the St. Louis *Post-Dispatch*. The *Post-Dispatch*-owned KSD-TV is affiliated with NBC-TV, which is not covering the hearings live. ABC-TV's station lineup totals 54 and DuMont's 11, including WDLK Cleveland, which is provided with audio coverage.

All five of the stations reporting sales are uhf outlets. The hearings were first made available for sponsorship, with certain limitations on commercials, on May 13.

ABC-TV and DuMont are the only television networks providing full coverage of the hearings on a live basis. Between the start of the hearings April 22 and their recess last Monday ABC-TV and DuMont estimated they had devoted some 78 hours each to the live pickups. In a further breakdown, ABC-TV said this figure represented 37% of its total programming time during this period.

ABC also reported its radio network had devoted 62¼ hours to live and recorded coverage of the proceedings during the April 22-May 17 sessions, and that, with the resumption, ABC Radio would provide direct pickups 11:15 a.m. to 12:30 p.m., followed by recorded versions at 4-6 p.m. plus summaries at 10:35-11 p.m. nightly (except Fridays, when it would be 11:35 to midnight).

Schedules of other networks:

NBC Radio—12:30-3 p.m. live and recorded; highlights 10:15-11 p.m.

NBC-TV—11:15 p.m. to midnight, highlights.

Mutual—10:35-11:25 a.m. and 2:30-5 p.m. live, with highlights at 10:30-11 p.m.

Special Hooperating surveys of tv homes in New York, Washington, Boston and Houston showed that interest in the hearings last Monday still remained high but was at "a somewhat lower level" than at the time of the last comparable survey. The share of audience ratings were said to remain high, with Monday afternoon showing 60 for New York; 75 for Washington; 87 for Boston, and 69 for Houston Following are the Monday ratings, together with the last comparable rating:

RATING		COMPARISON
		MORNING
New York	8	Compares with 13 rating on May 5
Washington	15	No morning comparison available
		AFTERNOON
New York	8	Compares with 12 rating on May 5
Washington	13	Compares with 14 rating on April 23
Boston	20	Compares with 30 rating on May 3
Houston	12	Compares with 12 rating on May 4

Crime Probe to Study Radio-Tv Effects

A SENATE subcommittee investigating juvenile delinquency will hold an "opening" hearing on crime programs on television this Friday and Saturday in New York. Sen. Robert C. Hendrickson (R-N. J.) is chairman of the special group.

Tv and radio will not be divorced by the probers. The study, according to Sen. Hendrickson, will start with tv and later will go into radio and movies.

Last week, the subcommittee staff asked 81 tv stations in various parts of the country to submit sample program logs covering the period from April 25 to May 22. The reason for this, it was said, was to present to the staff an idea of what type of video program fare is presented for children.

The subcommittee, which is probing the possible effects of various mass media on the incidence of juvenile delinquency also is continuing its consideration of crime comic books.

The radio-tv study will be held at the Federal courthouse in Foley Square.

First witnesses will be "experts" in the field of research of "youngster behavior," and judicial or law enforcement officials concerned with radio-tv's alleged effect. NARTB has been contacted by the subcommittee and its spokesmen may be expected to testify sometime during the broadcast probe, it was explained.

KYOS-KVME (FM) Sale Brings $150,000

SALE of KYOS and KVME (FM) Merced, Calif., by Mrs. Hugh McClung for $150,000 to broadcasters Glenn McCormick and Charles O. Chatterton was announced last week, subject to FCC approval.

Mr. McCormick is owner of KSLM-AM-TV Salem, Ore., and holds a permit for KFLM Chehalis, Wash., new daytime outlet due to commence in about four months. Mr Chatterton, former owner of KWLK Longview, Wash., is to become manager of KYOS.

Mrs. McClung also announced that M. F. Woodling, manager of KHSL-AM-TV Chico, Calif., will devote full time to the television outlet after July 1. On that date, Charles Kinsley, present manager of KYOS, is to become manager of KHSL radio. The other McClung station is KVCV Redding, Calif.

HECKMAN REVIEWS FCC'S DIVERSIFICATION POLICY

Dow, Lohnes & Albertson lawyer says Commission never ruled adversely against newspaper-radio ownership unless a monopoly of local media was involved.

FCC's decisions regarding diversification of the media of communications and newspaper ownership has steadily followed a single course—that is to prevent the establishment of a monopoly. But recently, there seems to be a movement afoot to push the Commission into a more strict interpretation of that policy.

These are the general conclusions of Jerome H. Heckman, associated with the Washington law firm of Dow, Lohnes & Albertson, and published as "Diversification of Control of the Media of Mass Communications—Policy or Fallacy?" in the March 1954 *Georgetown* (U.) *Law Journal.*

In his 21-page article, Mr. Heckman traces the establishment of the FCC doctrine regarding diversification, including the abortive 1941

WATCH ANNOUNCEMENT OF *NEW* RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.

CHICAGO, ILL.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

investigation to determine whether newspapers should be barred from holding broadcast licenses. He also cites pertinent cases to come to the conclusion that the Commission has never ruled adversely against a newspaper unless a monopoly of local media was involved.

Recent moves which seem to tend toward a narrow construction of the diversification policy, according to Mr. Heckman, are the views of FCC Chairman Wayne Coy in the 1951 Hearst Radio case, and those of the Broadcast Bureau in exceptions filed with the Commission to an examiner's initial decision in the 1954 Tampa, Fla., tv hearing case. He also refers to the activities of Sen. Harley M. Kilgore (D-W. Va.) in connection with alleged monopoly of television by radio broadcasters [B•T, Feb. 22 et seq.].

"If lack of legislative enactment has clouded the issues," Mr. Heckman writes, "Congress should act to give statutory authority to its outspoken intent; but a more satisfactory solution is to be found in an administrative adoption of the 'no discrimination' rule outlined above."

WTVI (TV) Petition Challenges Merger

ON THE HEELS of a court ruling denying a stay of the authorization for ch. 4 KWK-TV St. Louis, ch. 54 WTVI (TV) Belleville, Ill., filed a Sec. 309(c) economic protest with FCC last week to challenge legality of the Commission's merger policy.

The order by the U. S. Court of Appeals for the District of Columbia permits KWK to go ahead with its construction without delay. The ch. 4 grant was made to KWK after opposing applicants withdrew following a merger agreement [B•T, May 17, 3]. Still before the court is WTVI's complaint that FCC failed to give it a hearing on an application for ch. 4, filed two days before FCC issued a final decision in the St. Louis merger case.

The KWK merger involves Missouri Valley Tv Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businessmen) and KXOK St. Louis. KWK ownership would be revised so that existing majority owners Robert T. Convey and associates would own 28%; KSTP, 23%; St. Louis *Globe-Democrat*, current minority stockholder, 23%; KXOK, 23%, and St. Louis residents of Missouri Valley bid, 3%.

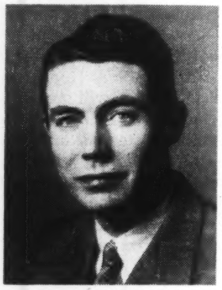
Elzey M. Roberts Jr., president-minority stockholder in KXOK, and C. L. Thomas, KXOK manager, would assume full ownership of KXOK when the merger is effected, subject to FCC approval.

Contending the ch. 4 tv outlet will represent a $5 million asset, WTVI told the FCC the granting of options to competitors for their dismissal constitutes an illegal consideration since they will pay only part of the option value for the stock. The procedure is contrary to both public and FCC policy, the uhf station said. Mere existence of an option agreement between KWK and KXOK also raises a question of a violation of the Commission's duoply rule, WTVI claimed.

"The Commission," WTVI concluded, "must face up to the fact that a direct result of the operation of KWK at this early date may mean the end to at least one of the uhf services now serving the St. Louis area, and that this is being done through a grant which is legally indefensible."

Bond Div. Promotes Linehan

EDMUND J. LINEHAN, chief of the advertising section of the U. S. Savings Bonds Division of the Treasury Dept., has been appointed to succeed Elihu E. Harris as assistant national director for advertising and promotion, Earl O. Shreve, national director of the division, has announced. Mr. Harris joins Screen Gems Inc., New York, as director of advertising and promotion. Mr. Linehan served with KSO and KRNT Des Moines from 1934-49, joining the Savings Bonds Division in 1949. He will direct all media activities for sales of U. S. Savings Bonds.



MR. LINEHAN

WAIM-TV Asks Court Stay Of WSPA-TV Site Change

REQUEST that the court order a stay of the FCC grant to WSPA-TV Spartanburg, S. C., to move its ch. 7 transmitter site from Hogback Mt. to Paris Mt. [B•T, April 12] has been filed by WAIM-TV Anderson, S. C., in the U. S. Court of Appeals in Washington.

The Anderson station also asked that the court reverse the Commission's grant and order that a hearing be held based on objections filed by WAIM-TV and WGVL (TV) Greenville, S. C. WGVL filed a Sec. 309(c) protest against the modification of CP two weeks ago [B•T, May 17].

Both stations, which operate on uhf channels, allege that the change of site for WSPA-TV was required in order to secure a CBS-TV affiliation. They also charged that the Paris Mt. site, 5½ miles from Greenville, would permit WSPA-TV to serve an area different from that which the allocations table specifies. The CBS-TV affiliated WAIM-TV claimed that it had lost more than $60,000 since the FCC first granted WSPA-TV temporary operation from Paris Mt., and that the losses were continuing at a rate of $1,000 per week. Earlier this year, WSPA-TV received an STA from the Commission for interim operation from Paris Mt. After court appeals by WAIM-TV and WGLV (TV), this grant was stayed by the court. WSPA-TV surrendered its temporary authority after the stay was issued [B•T, Feb. 1 et seq.].

In answer to the series of protests and court appeals, the Commission has maintained that there is no reason to disapprove the move of WSPA-TV to Paris Mt. since it will continue to meet the engineering requirements for the Spartanburg allocation.

FLINT CITY COMMISSION PROTESTS CH. 12 GRANT

THE City Commission of Flint, Mich., criticized the FCC grant of ch. 12 at Flint to WJR Detroit and urged that the award go to WFDF Flint, in a resolution adopted unanimously Monday [B•T, May 17].

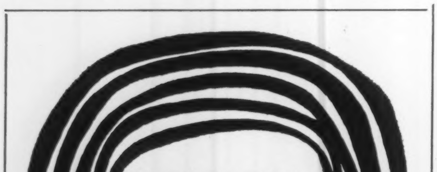
The resolution said the channel had been allocated to Flint, third largest city in Michigan, and that the city "is entitled to have a vhf tv station which would be primarily devoted to the interests of Flint and its immediate area." It added that the FCC examiner had originally recommended grant to WFDF Flint.

Flint civic, business and public service agencies are dependent on ch. 12, it was stated, and "our feeling as above set forth is confirmed by our own experience over a period of many years with WJR's radio station which has also covered both Detroit and Flint and on which Flint civic, public service and business organizations have rarely been represented. WFDF has served the city of Flint "for 32 years without censure or citation by the FCC," the resolution stated.

Meanwhile, WFDF's Washington counsel acknowledged the station has authorized appealing the final decision as far as the courts if necessary. Whether protest will be made directly in court or first to FCC has not been decided. Lester W. Lindow, WFDF general manager, affirmed the report WFDF will fight the Commission's ruling.

John F. Patt, WJR president stated:

> WJR had hoped that the final decision of the Commission which has been made by a decisive majority, would enable the successful party to begin television broadcasting in Flint at the earliest possible date. Flint is one of the largest cities in the country not having its own television service and WJR is prepared to start service in a few months if it is not hindered by legal action. We have no wish to enter into any controversy over the Commission's decision, which speaks adequately and eloquently for itself. The facts are there, the conclusions have been soundly reached. Our counsel is prepared to take any necessary legal steps to defend the action of the Commission.


HOLD THE PHONE!
Before you complete your summer ad plans, get the facts about . . .
Operation Sunburst
Dynamic $100,000 summer sales promotion for Crosley Group Advertisers
WATCH FOR THE BIG ANNOUNCEMENT!

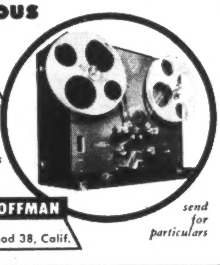
WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television

STANCIL-HOFFMAN

921 N. Highland Hollywood 38, Calif.



send for particulars

LOCAL 802 NAMED IN INJUNCTION

Court order in strike against WINS New York bans pickets at Yankee Stadium and Eastern Parkway Arena, sports programs origination points.

TEMPORARY injunction was issued by the U. S. District Court for the Southern District of New York last Thursday prohibiting members of Local 802, American Federation of Musicians, from picketing the Yankee Stadium and Eastern Parkway Arena, where WINS New York sports broadcasts originate.

The musician union local has been on strike against WINS since March 31 and has maintained pickets at the Yankee Stadium continuously, and at Eastern Parkway Arena for several days until the agreement to broadcast bouts from the arena was temporarily cancelled. A spokesman for the station told B•T Thursday that WINS would start broadcasting the bouts tonight (Monday).

It was reported that the injunction was authorized under the Taft-Hartley law which outlaws "secondary boycotts." A representative of Donovan Leisure, counsel for WINS, explained that the applicable sections of the law prohibit picketing of premises of companies which do not employ the strikers.

The injunction was handed down on petition by the National Labor Relations Board. WINS initially called on NLRB to rule on the issue of picketing at the Yankee Stadium and Eastern Parkway Arena. In turn, the government agency asked the court for a temporary injunction until it could make a final determination.

The local also has been involved in a labor dispute [Editor's Note: Not a strike] with WOR-AM-TV New York since last Feb. 27. The main issue in both disputes has been an insistence by Local 802 that the stations maintain a quota of staff musicians. The stations have countered with a demand that they be permitted to hire musicians on an "as needed" basis [B•T, March 1, et seq.].

SWG APPROVES NATIONAL UNION

REORGANIZATION plan for one overall writers union under the name of American Writers Guild Inc., with two administrative setups for eastern and western groups respectively, was adopted May 19 at a Screen Writers Guild special meeting in Beverly Hills. Under new setup, SWG and Radio Writers Guild maintain their identity as units of AWG. Eastern group will concern itself only with radio and tv writers while western unit will have jurisdiction over radio, tv and motion picture writers.

Although the recently organized Television Writers of America was not invited to participate in the reorganization meeting, according to Ben Starr, TWA president, his group "is always ready, willing and able to enter into any kind of discussion or efforts to bring writers together." TWA members will definitely be invited to join AWG, Jerome Lawrence, RWG president, declared.

SWG also revealed it has reached an agreement with Columbia and Republic pictures for wage increases from 25 to 42% for writers employed at their respective tv subsidiaries, Screen Gems Inc., and Studio City Television Productions Inc. Added payment for re-runs of tv films also has been worked out.

Judge Justin Miller Joins L. A. Law Firm

JUDGE Justin Miller, advisory counsel to NARTB and its retired board chairman, has become associated with the Los Angeles law firm of McClean, Salisbury, Petty & McClean. Harry J. McClean, head of the firm, announced that Judge Miller had consented to affiliate with the firm. Mr. McClean is a member of the house of delegates of the American Bar Assn., and former president of the California State Bar Assn.

Another partner, Don Petty, was a student of Judge Miller at U. of Southern California and for several years was general counsel of NARTB and its predecessor, NAB. Judge Miller continues his advisory arrangement with NARTB. He has been living in Los Angeles since retiring April 1.

Page Engineers Formed

PAGE Communications Engineers Inc. has been formed by Page, Creutz, Garrison & Waldschmitt, consulting engineers, Washington, to design, procure, construct, install, test and operate radio communications plants, systems and equipment in this country and abroad. Officers of the new corporation: President, Esterly C. Page; executive vice president, Joseph A. Waldschmitt; vice president-treasurer, John Creutz; secretary, Charles J. Seeley; chief engineer, James L. Hollis.

PROFESSIONAL SERVICES SHORTS

Smith-Horwits, Beverly Hills public relations and publicity firm, disbands with **Lou Smith** retaining firm's offices at 340 N. Rodeo Dr. and

Al Horwits announcing plans for own public relations firm, to be formed shortly.

Hal Marc Arden, writer-producer for radio and tv network, to Win Nathanson & Assoc., N. Y., public relations firm, as radio-tv director.

Joseph W. Kutchin, formerly with Armour Research Foundation of Illinois Institute of Technology, Chicago, to Chicago office, Harshe-Rotman Inc., as assistant account executive.

Walter E. Kline, 61, publicity and public relations counselor, Los Angeles, died May 5.

Natalie Reiff Jones, formerly a publicist with Earle Ferris, N. Y., and previously an NBC-TV reporter, to Milburn McCarty Assoc., N. Y., as a publicity account executive.

WERE, WBNS-TV Win Headliner Awards

TWO Ohio stations, WERE Cleveland and WBNS-TV Columbus, have been selected as winners of the National Headliner Club awards for outstanding news reporting by a radio and a tv station during 1953.

In the network class, ABC was named winner for consistently outstanding news coverage by a radio network, while the tv network award went to CBS Television for Edward R. Murrow's *See It Now* series. The CBS Radio Network was voted an award for outstanding public service, based on the documentary Feature Project Series produced by the network's department of public affairs.

The Headliner awards and others for outstanding newspaper writing, cartooning and photography and for the best magazine news feature will be presented June 19 at the annual National Headliners Frolic in Atlantic City, sponsored by the Atlantic City Press Club.

Proetz Awards Presented For Women in Advertising

THE 1954 Erma Proetz Awards to women in advertising were presented last Tuesday at a luncheon held jointly by the men's and women's Advertising Clubs of St. Louis at the Hotel Statler there.

First in tv went to Catherine M. Haynie, copy supervisor, Foote, Cone & Belding, Chicago, for film spots on the Dial Soap account. Honorable mentions: Margerie Finch, now with Gardner Advertising Co., St. Louis, for Johnson Wax spots done at Needham, Louis & Brorby, Chicago; Frances Kennedy, vice president for copy, Dancer-Fitzgerald-Sample, Chicago, for films on Liquinet.

First in radio was awarded to Jane Stevens, women's director, WJW Cleveland, for her program, *Make a Toy for a Child to Love.* Honorable mention: Margee Phillips, staff writer and assistant news editor, KBIG Hollywood.

Amvets Award to NBC

NATIONAL Americanism award by Amvets, Korean and World War II veterans organization, has been presented to NBC for the network's "national program of merit employment." Henry J. Mahady, Amvet national commander recently returned from a Korean trip, made the presentation at a Los Angeles dinner, praising NBC's policy of "employment without consideration for race, creed or color." Lewis J. Frost, public relations director, NBC Pacific division, accepted the award for John K. West, vice president in charge of the Pacific division.

THE LATEST
WCKY
STORY

82% of Cincinnati's Big "Out of Home" Audience *listen to WCKY*
In 504 quarter hours weekly
(6 am to midnight — 7 days a week)
1st Place Rating
WCKY——412
All Four Network
Stations *Combined*——170
Get this big "PLUS" This Summer

WCKY
CINCINNATI

KFXJ-TV, KTEN (TV) START THIS WEEK

THE debut of two new tv stations, KFXJ-TV Grand Junction, Colo., due to begin yesterday (Sunday) and KTEN (TV) Ada, Okla., slated to start tomorrow, will raise the number of operating tv stations to 384. This gives both communities their first local tv outlets.

KTEN, operaing on ch. 10 and serving eastern Oklahoma, will be affiliated with ABC and represented by Venard, Rintoul and McConnell. Transmitter and antenna are RCA.

KFXJ-TV, operating on ch. 5, says it has received excellent reception reports in a 100-mile radius. Yesterday's inaugural program was to include filmed greetings from Gov. Dan Thornton and Democratic Sen. Ed C. Johnson. The station will be affiliated with NBC and DuMont. Hal Holman Co. is representative.

Reports from other stations:

WDBO-TV Orlando, Fla. (ch. 6), will start regular programming about June 15, Harold P. Danforth, president, announced. It will be affiliated with all four networks.

WMSL-TV Decatur, Ala. (ch. 23), will begin commercial programming June 21, Manager Bill Guy reported. This will be Decatur's first tv station.

KDRO-TV Sedalia, Mo. (ch. 6), expects to be on the air by July 1, Milton Hinlein, president, announced. John E. Pearson Co. is representative.

The following stations have reported they expect to begin regular programming by June 30:

WMSL-TV Decatur, Ala. (ch. 23); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WINT (TV) Waterloo, Ind. (ch. 15); WBOC-TV Salisbury, Md. (ch. 16); KGEO-TV Enid, Okla. (ch. 5); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (ch. 22).

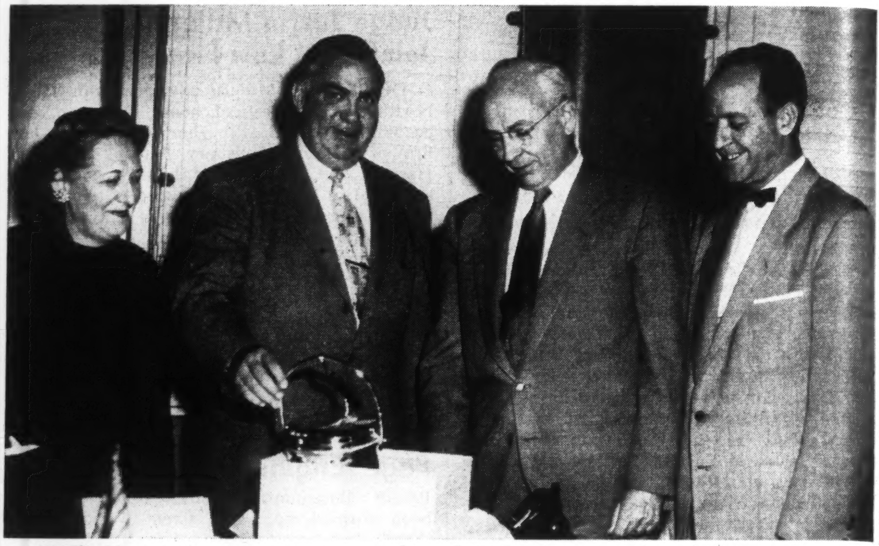
(For details see TELESTATUS page 117.)

KCMC-TV Texarkana Boosts Power to Maximum 100 kw

KCMC-TV Texarkana, Tex., was scheduled to quadruple its power last Friday with a boost from 25 kw to the maximum authorized 100 kw, according to station management, which said viewers in areas ranging from 30 to 75 miles should receive a much brighter signal from the ch. 6 station with "virtually no interference," and that many viewers as far as 125 miles away will receive "satisfactory service."

KCMC-TV, which calls itself the Four States Area station, claims coverage in southwest Arkansas, northeast Texas, north Louisiana and southeast Oklahoma. Within a 100-mile radius of the station live 1,681,000 people who account for more than a billion dollars annually in retail sales, the station said.

The Texarkana station, which went on the air last August, says it sent the first tv signal into homes in that area and now is the only station with maximum power between Memphis and Dallas.



AFTER 20 years' consecutive sponsorship of its 9 a.m. news show by one account, WMT Cedar Rapids, Iowa, thinks it has the sponsor, Killian's department store, on ice. Accordingly, WMT presents Killian's with an ice bucket. L to r: Beulah Marsh, Killian's sales promotion manager; Herbert L. Killian, president of Killian Co.; William Quarton, WMT general manager, who as a salesman 20 years ago signed Killian's for WMT, and Lew Van Nostrand, WMT sales manager.

'Express' Sells KTSA To Buy KGBS-AM-TV

SALE of KTSA-AM-FM San Antonio by the Express Publishing Co. to O. R. Mitchell, local Dodge and Plymouth dealer, was announced last week by Frank G. Huntress Jr., president of the stations and executive vice president and general manager of the San Antonio *Express* and *Evening News.* Price was not revealed. Application for FCC approval is due to be filed soon, Mr. Huntress said.

Relinquishment of the ownership of the 26-year-old am station paves the way for the Express Co.'s $3.5 million purchase of the Storer-owned KGBS-AM-TV San Antonio [B•T, April 12], Mr. Huntress said. The Storer company is required to dispose of one of its tv stations to consummate its purchase of Empire Coil Co. and its two tv stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. [B•T, Jan. 11], and stay within the FCC's limit of five. Storer already owns WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, and WBRC-TV Birmingham, as well as KGBS-TV.

At the weekend there was some question as to whether the Storer all-cash transaction would be consummated.

KTSA operates on 550 kc with 5 kw, directional at night and is an ABC affiliate. KTSA-FM began operating in 1949 on 101.5 mc, with 15 kw.

KGBS is a 50 kw day, 10 kw night outlet on 680 kc and affiliated with CBS. KGBS-TV operates on ch. 5 with 100 kw. It is affiliated with CBS-TV, ABC-TV and DuMont.

WBZ Covers 'Bennington'

EIGHT hours after the explosion aboard the U. S. aircraft carrier *Bennington,* WBZ Boston-WBZA Springfield reporter Ken Mayer was at the Quonset Point, R. I., pier reporting on the tragedy while casualties still were being removed from the vessel. Mr. Mayer stayed at the scene most of the night. His first report was made at 2:15 p.m. WBZ-TV rushed movie photographers to the scene and films were shown at 4:30 p.m. and during regular news shows at 6:15, 7:15 and 11 p.m. The Westinghouse Broadcasting Co. stations claim they were among the first in the area with complete coverage.

NBC Spot Sales, Crosley Executives Hold Parley

A GROUP of NBC Spot Sales executives met with Crosley Broadcasting Corp.'s management in Cincinnati a fortnight ago for a series of meetings in connection with the two organizations' reciprocal national sales representation arrangement. Under this plan, effective Sept. 5, NBC Spot Sales will represent Crosley properties in Detroit and on the West Coast and Crosley will represent the NBC Spot Sales list of stations in Cincinnati, Dayton and Columbus.

Among the NBC Spot Sales executives conferring with Crosley were Richard Close, manager of represented station; John Reer, national tv manager; Martin Percival, radio sales representative, San Francisco; George Fuerst, tv sales representative, San Francisco; Walt Davidson, tv sales representative, Los Angeles, and Caroline Herbert, manager of sales service and traffic.

AMPEX TAPE RECORDERS
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Tel. Hollywood 2-6531

WTMJ-TV Plans July Debut For Local Color Tv Shows

TARGET date of July 1 has been set for the first use of local color equipment by WTMJ-TV Milwaukee, it was announced last week. The color gear, just received by the station, includes a color studio camera and associated control equipment, a color slide camera for 2x2-inch slides, and tri-color control equipment. Earlier the station received a color bar generator which it uses for daily test pattern transmission.

Color network programs have been transmitted since Dec. 20, when transmitter equipment for that service was installed.

First use of studio color equipment will be on a spot basis in such programs as *What's New in the Kitchen* and *Woman's World* about once a week. Several commercial programs will also be done at times in color. The station will bear the extra production costs when a commercial program is done in color, it announced, until Dec. 31. After that date, an advertiser will be charged for color production costs as well as for black-and-white costs. There will not be a separate rate for color, the station reported.

WTMJ-TV, owned by the Journal Co. (*Milwaukee Journal*) which has been a leader in run-of-the-paper newspaper color, does not intend to rush into the production of local color shows until it feels it can do color in quality comparable to network presentations, it was said.

Fogarty Appointed V. P. Of Meredith WOW Inc.

FRANK P. FOGARTY, general manager of WOW Omaha, has been appointed vice president and general manager and elected to the board of directors of Meredith WOW Inc., licensee of WOW-AM-TV, Edward Meredith Jr., president of the licensee and vice president - general manager of Meredith Publishing Co., said last week.

MR. FOGARTY

Mr. Fogarty joined WOW in August 1950 as general manager. Meredith bought WOW-AM-TV in September the following year. Before joining WOW Mr. Fogarty was vice president of Paxton & Gallagher, Omaha wholesale coffee and hardware firm, and prior to that served 15 years with the Omaha Chamber of Commerce.

WSPD-TV, CBS Launch Joint Promotion Campaign

JOINT PROMOTION campaign will be launched tomorrow (Tuesday) by WSPD-TV Toledo and CBS-Columbia, tv receiver manufacturing division of CBS, to coincide with the beginning of affiliation of the station with CBS-TV. The promotional effort will continue throughout this week.

Called "CBS and CBS-Columbia Week," the project will include dealer tie-ups with the station whereby placards will be placed in stores calling attention to the CBS-TV affiliation and to the network's programs and personalities.

WSPD-TV will salute the dealers in on-the-air promotion and local station personalities will make personal appearances in dealer stores throughout the Toledo area. The promotion was conceived by station executives and Maury Isaacson, vice president of World Radio & Appliance Co., CBS-Columbia distributor in Toledo.

WATCH ANNOUNCEMENT OF *NEW*
RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.
CHICAGO, ILL.

KLZ NAMES FONDREN GENERAL SALES MGR.

LEE FONDREN, in charge of national sales for KLZ Denver since 1947, has been appointed to the newly-created post of general sales manager, directing all local and national commercial activity for the station, it was announced last week. Mr. Fondren has been with KLZ since 1941 when he joined the outlet to set up the promotion department. He is president of the Advertising Club of Denver and a member of the board of directors of the Denver Chamber of Commerce.

WNBQ (TV) Plans Boost To Full Power by June 10

PLANS for completion of a new antenna, by which NBC's o&o WNBQ (TV) Chicago will become the first local tv outlet to reach maximum power, have been announced by Jules Herbuveaux, general manager. He set a target date of about June 10.

The ch. 5 operation is building a new antenna 747 feet above street level—120 feet higher than its original mast. Exact date of "MP-HT"—"maximum power-highest tower"—will depend on weather conditions favorable to construction atop the Kemper Bldg. Construction of a 35-ton, RCA six-bay superturnstile antenna was begun in mid-April, looking toward a jump from 75 to 100 kw.

Fringe viewers will derive the most benefit from the power boost, according to Howard Luttgens, WNBQ chief engineer and co-supervisor of the project, along with Walter Lanterman, transmitter engineer, and John Seibert, NBC New York project engineer.

WBKB (TV), ABC Chicago outlet, was scheduled to complete construction of its new antenna and increase its signal from 100 to 200 kw by week's end [B•T, May 3].

WHAI Buys New Home

WHAI Greenfield, Mass., has signed to purchase the historic Potter House as a future home for the station. Completion of the sale is scheduled for June 15, with no sales price disclosed.

The house, built in 1822, contains 13 rooms on three floors. No date has been set for the station's move to the new quarters, but renovation work tentatively is scheduled to begin in the fall. John W. Haigis Sr. is owner of WHAI.

WFMY-TV Ups Rate

WFMY-TV Greensboro, N. C., has announced that effective July 1 the national Class A one-hour rate will be $650. Present advertisers get rate protection for six months. The station is now building a new plant with 39,000 square feet of floor space. Occupancy by fall is expected by General Manager Gaines Kelley

Robert Cessna Appointed V.P. for WSAM Saginaw

APPOINTMENT of Robert W. Cessna as vice president-general manager of WSAM Saginaw, Mich., has been announced by Milton L. Greenebaum, the station's president.

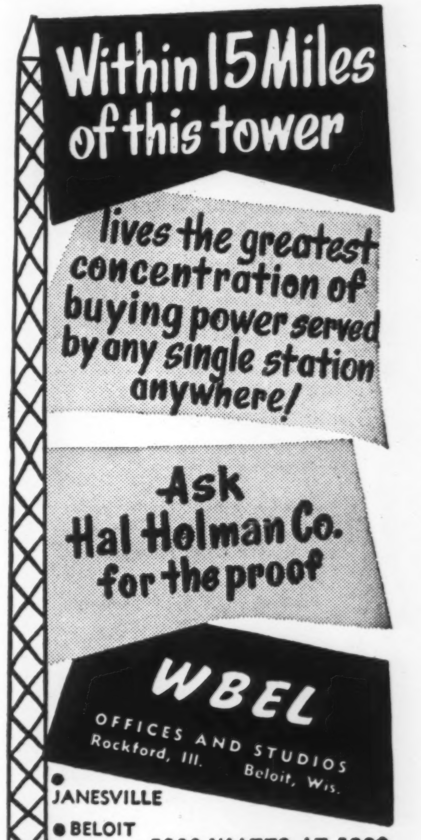
MR. CESSNA

Mr. Cessna comes to WSAM after four years with WFYC Alma, Mich., as vice president and general manager. He previously served as program director of WOAP Owosso, Mich.

Officers elected to the board of governors for the ensuing year also were announced. Besides President Greenebaum there will be John W. Symons Jr., vice president and treasurer; Morris Nover, secretary; John W. Creed, and Clair Toppin.

Pack Quits WNBC-WNBT (TV)

RICHARD PACK, director of programs for WNBC and WNBT (TV) New York key stations of NBC's radio and tv networks, has resigned, effective tomorrow (Tuesday). Before joining the stations two-and-a-half years ago, he was program director of WNEW New York and previously was publicity director of WOR New York. Mr. Pack will announce his future plans after his return from a month's vacation, he said.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lives the greatest concentration of buying power served by any single station anywhere!
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ILL.
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5000 WATTS AT 1380
"BASIC INDEPENDENT"

No, No, Perkins!
It's all in the
'54 BROADCASTING Yearbook

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1954 BROADCASTING Yearbook Marketbook.*

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* Publication dates: BROADCASTING Yearbook, January; TELECASTING Yearbook, August.

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Firm ____________________

Street ____________________

City ____________ Zone ______

State ____________________

Noe on KNOE-TV

FORMER Gov. James A. Noe, owner of KNOE-TV Monroe, La., was on hand for all but four hours as his station went all out in a 17-hour telethon for Cerebral Palsy.

Actor Forrest Tucker participated in the funds campaign along with other personalities, including Johnny Desmond and Sam Cowling of the *Breakfast Club,* singer Mary Mayo, Maj. Gen. Claire L. Chennault, Buzz Corey of *Space Patrol,* and Ivory Joe Hunter, recording artist.

Mr. Tucker (l) and Gov. Noe assist a phone operator.

The telethon, which ran from 9:45 p.m. May 22 (Saturday) through 3 p.m. the next day, has raised over $60,000.

Carr Elected Head Of Brush-Moore Firms

EUGENE CARR, director of radio for Brush-Moore Newspapers Inc., has been elected by the board of directors to succeed Roy D. Moore, who died May 1, as president of Ohio Broadcasting Co. (WHBC Canton) and Scioto Broadcasting Co. (WPAY Portsmouth, Ohio).

MR. CARR

William I. Hershey was elected and Joseph K. Vodrey re-elected vice presidents of the Ohio and Scioto companies. Other corporate radio officers are: William H. Vodrey, secretary-treasurer; William H. Vodrey Jr., assistant secretary, and J. R. Troxell, assistant treasurer.

WIP Returns Ch. 29 CP To FCC, Cites Economics

WIP Philadelphia announced last week that it has turned back to FCC its permit to build and operate a new television station in Philadelphia on ch. 29.

In a letter to FCC, Benedict Gimbel Jr., president and general manager of WIP, said "the action has only been taken after a most careful appraisal of the presently existing television situation in Philadelphia." He said the conditions referred to make it economically impossible to operate a uhf station in Philadelphia at the present time.

WIP-TV was granted in November 1952, the first of the four uhf channels assigned there. Since then WIBG has been assigned ch. 23. Ch. 17 is unassigned and ch. 35 has been set aside for an educational tv outlet.

KDYL-AM-FM MOVE TO NEW QUARTERS

KDYL-AM-FM Salt Lake City began broadcasting last Monday from the company's new quarter-million-dollar headquarters after moving from the Tribune Bldg. over the previous weekend. KDYL-TV administrative offices were moved to the new structure, but tv broadcasting facilities will not be moved from their present location at the Playhouse until mid-July, the company announced.

The new broadcasting headquarters contain 40,000 square feet of floor space of which 30,000 will serve as studios and offices and 10,000 held in reserve for future expansion.

Local color tv transmission has been considered in planning television space in the new building, according to John M. Baldwin, KDYL-AM-FM-TV engineering vice president. KDYL-TV already has transmitted NBC-TV colorcasts and plans to be among the first to handle local color origination, with equipment now on order, he said.

Work Began Last Fall

Intermountain Broadcasting & Tv Corp., a Time Inc. subsidiary, began work on the former garage building last fall after negotiating a long-term lease, with Mr. Baldwin supervising transformation into "commodious" radio and tv operating units. Half of a city block deep, the building is divided into two levels, one for studios and operating offices and the other for administrative quarters. It is cooled by air refrigeration.

The lower level contains two tv studios 50 x 80 and 40 x 50 feet, a radio studio, newsroom, music library, projection room, maintenance room, two announcers booths, two tv control rooms and a radio control room. The administrative office area is 14,600 square feet.

WFIL Adopts One Rate For Entire Schedule

ADOPTION of a one-rate policy for all broadcast hours by WFIL Philadelphia, which four years ago was among stations which started the trend toward equalization of day and night rates, was announced at the NARTB convention last week.

In its newest rate card, effective June 1, the station established a one-rate policy for its entire 5:45 a.m. to 1 a.m. broadcast schedule. The new card sets a straight hourly rate of $350. Formerly an hour in Class A time (7 a.m. to 10 p.m.) was $315 and an hour in Class B (all other operating periods) $200.

Under the new policy, the rate includes not only time charges but also talent and program fees. No additional charges will be made for news, transcription or run-of-schedule announcer service. Formerly these services were provided at charges above the rate-card quotation for time.

Overall, according to Roger W. Clipp, general manager, the new card will represent a rate increase of 9%, which takes into account the revised policy of lumping in talent and program fees.

The new WFIL card sets up firm, one-rate schedules for all broadcast hours, except for a special inducement to advertisers who wish to buy night time over extended periods. A 50% discount from the one-time rate on all contracts of 13 consecutive weeks or more will be given on programs between 7 p.m. and 6 a.m. All new WFIL rates are fully commissionable.

In March 1950, WFIL started what was to become a widespread trend by eliminating the rate differential between day and evening time, establishing the whole 7 a.m. to 10 p.m. schedule as Class A on its rate card.

George W. Clark Moves Offices to New York

TRANSFER of headquarters from Chicago to New York effective June 1 has been announced by George W. Clark, head of the radio-tv sales representative firm bearing his name. The move is part of the firm's expansion plans.

MR. CLARK

At the same time, Mr. Clark announced the appointment of Robert L. Brockman as Midwest division manager. Mr. Brockman has been with the Clark organization since last November. The new Midwest division manager formerly was with the sales staffs of WENR and ABC, both Chicago.

New headquarters are at 11 W. 42d St., with Mr. Clark in charge. The organization has maintained a branch office there for the past two and a half years, and also operates in Los Angeles, San Francisco and Minneapolis.

Murray To Manage WGKV

WILLIAM R. MURRAY, Charleston regional manager of WSAZ-TV Huntington, W. Va., has been also named general manager of WGKV Charleston, W. Va. A group of officials of WSAZ-TV have purchased WGKV [B•T, April 5].

Mr. Murray has been with WSAZ-TV since March 1953 and previously was general manager of WFMC Goldsboro, N. C., and WPUV Pulaski, Va. He will make his new headquarters at the offices of WGKV.

Col. Long Is 91

COL. JOSEPH H. LONG, president of WSAZ-AM-TV Huntington, W. Va., and publisher of the Huntington *Herald-Dispatch* and *Advertiser,* celebrated his 91st birthday May 21. The 248 employes of the Huntington Publishing Co., parent firm of the broadcasting-publishing holdings, of which he is president, gave a birthday dinner for him that night.

Col. Long was born in Jonestown, Pa., in 1863, beginning his career as printer and pressman of the *Ohio Press* in Steubenville. He came to Huntington in 1893 and two years later purchased *The Advertiser.*

Active in Democratic politics throughout his career, Col. Long in 1932 was elected delegate-at-large to the Democratic national convention. A year later he was appointed by President Franklin Roosevelt as a member of the Public Works Administration advisory board for West Virginia.

He has two sons, 11 grandchildren and 16 great grandchildren.

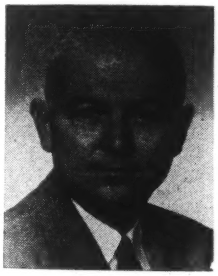
WNBT (TV) Boosts Rates Under Newly-Issued Card 14

WNBT (TV) New York on June 1 increases its Class AA (10:30-11 p.m. daily, 6-7:30 p.m. Sunday) one-hour rates from $5,500 to $6,250, according to a new rate card (No. 14) which also calls for hour rate increases in Class A time (7-7:30 p.m., Mon.-Sat.) from $4,250 to $4,500, and Class C time 11 p.m.-midnight, Mon.-Sat., 11-11:15 p.m. Sun.) from $1,850 to $2,650.

Station break rates are also increased: 20-second: Class AA—from $1,095 to $1,575; Class A—$750 to $1,095; Class B—$575 to $650; Class D—$250 to $300; 10-second: Class AA—$565 to $815; Class A—$350 to $565; Class B—$260 to $295; Class D—$65 to $80.

In a letter to advertisers and agencies, sent with the new card, Hamilton Shea, general manager, WNBC-WNBT, points out that Class B program time rates and Class C time station break rates are unchanged and that C time station break periods have been extended from 3 p.m. to 6 p.m. on Sunday. Discount structure remains the same, he said, with program sponsors getting six-month protection and station break advertisers three-month protection from June 1.

STATION PEOPLE


MR. McKERNAN

Edward J. McKernan, Detroit area sales representative, Capper Publications, named assistant to general manager, WIBW-AM-TV Topeka and KCKN Kansas City, effective June 15.

A. M. Farber, general and commercial manager, KCOG Centerville, Iowa, has resigned.

Robert Oyster, Fresno sales representative, KNGS Hanford, Calif., to KBIF Fresno, as account executive.

John T. Quinlan, producer and publicist, KLPR-TV Oklahoma City, named promotion director, KGMB-TV Honolulu.

MR. TIEMER

Paul Tiemer, formerly general manager, New England district, Paul Raymer Co., appointed manager, Boston office, Mt. Washington Tv Co., Portland, Me.

John Alves, announcer, WSJV (TV) Elkhart, Ind., appointed production manager in charge of local live telecasts.

John Boor, director of engineering and vice president, KMO-AM-TV Tacoma, Wash., named chief engineer, KCTS (TV) Seattle.

Milo Ryan, associate professor of communications, U. of Washington, named program director.

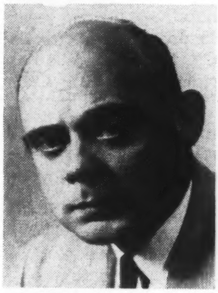
W. W. Carter Jr., manager, WTRY Troy, N. Y., elected treasurer, Troy Broadcasting Corp., licensee, WTRY.

MR. MURRAY

William R. Murray, Charleston regional manager, WSAZ - TV Huntington, W. Va., promoted to assume additional duties of general manager, WGKV Charleston.

Robert E. DeHaven, head of commercial dept., KYSM - AM-FM Mankato, Minn., appointed manager, same stations.

Ronald J. Born, tv director, WCPO-TV Cincinnati, named producer, WLW same city. **Charles Dempsey** named to head sales service and **Martha Brian** named continuity director.


MR. GARFIELD

John B. Garfield, sales manager, WGAR Cleveland, has resigned. No replacement has been selected nor has Mr. Garfield announced future plans.

Rose Morgan, secretary of Vern Lindblade, commercial manager, KFVD Los Angeles, to KFI same city, in publicity dept., replacing **Norma Neill,** resigned.

Jules Fox and **Jo Brooks,** Hollywood freelance

HALLE-LUJAH!

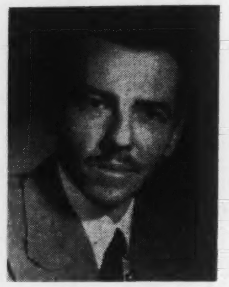
Salvation is here again for summer advertising!

Operation Sunburst

Dynamic $100,000 summer sales promotion for Crosley Group Advertisers

WATCH FOR THE BIG ANNOUNCEMENT

publicists, to KOWL Santa Monica, Calif., as public relations representatives.



MR. KUTZ

Edward C. Kutz, newsman, WSPD Toledo, named program director, succeeding **Emerson Kimble,** appointed manager, same station. **Tom Bender,** formerly with WTMA Charleston, S. C., and **Tom Wade,** WIMN Lima, Ohio, to announcing staff, WSPD.

Keith A. Culverhouse, former assistant manager of sales development of WABC-TV New York to WPIX (TV) New York as director of sales presentations.

Rosemary Castor, former program director and traffic manager at WLCX LaCrosse, Wis., appointed continuity director at KCRI-TV Cedar Rapids, Iowa.

Torrence McGough, formerly commercial manager, WNAB Bridgeport, Conn., to tv sales staff, WEEU-TV Reading, Pa.

Howard F. Barnick, manager, Eagle-Lion Studios, Hollywood, to KNXT (TV) that city as business manager.

Josh Higgins named to sales staff, KWJJ Portland, Ore.

Larry Finley, host-m.c., KFWB Hollywood *Larry Finley Show,* signs 7-year contract with station and adds afternoon program, *Larry Finley Time,* starting June 1.

Bob Powell, WPTZ (TV) Philadelphia, named staff announcer, WIP same city.

Marian Carroll, formerly with KXEL Waterloo, Iowa, to continuity staff, KCRI Cedar Rapids.

Stuart Wilson, public service and special events director, KBIG Avalon, Calif., to KBIF Fresno as station manager, with added duties as promotion and publicity director and part-time performer, KBID-TV Fresno. Mr. Wilson also continues his KBIG *Are Ya Listenin'* program on that station, by tape, and on KBIF.

Doris and Russ Reardon, formerly disc jockey team, *Adam & Eve,* at WCOG Greensboro, to WHPE High Point, N. C., in the same capacity. Mr. Reardon assumes additional duties of program director of WHPE.

Jack B. Chase to WBZ-TV Boston news dept., for special assignment on morning news programs.

Abner George, station manager, KOTA Rapid City, S. D., named summer relief announcer, KCBS San Francisco.

Howard Gordon, production manager, WPFA-TV Pensacola, Fla., assigned additional duties of program director.

Rosemary Castor, program director and traffic manager, WLCX La Crosse, Wis., named continuity director, KCRI-TV Cedar Rapids.

Gilbert S. Faggen to WPEN Philadephia, as producer of *950 Club.*

Harvey A. Tepfer to promotion dept., KRON-TV San Francisco.

Richard F. Root, announcer-director, WSLS-TV Roanoke, Va., to KNXT (TV) Hollywood as summer replacement staff announcer.

Roy Partridge, formerly of CKCK Regina and CJOB Winnipeg, to announcing staff of CHUM Toronto.

Bob McLaughlin, disc m.c., KLAC Hollywood, resigns.

Phyllis Mortlock to WBAP-TV Ft. Worth, as tv production secretary.

Mary Anne Thompson to WSYR Syracuse, as music librarian.

Rosemary Garrett, professional dancer known as Rosemary Carroll, to KCOP (TV) Hollywood, sales promotion staff as publicist.

Joyce Sullivan, script dept., WTAG Worcester, Mass., named receptionist, same station.

Benedict Gimbel Jr., president-general manager, WIP Philadelphia, and member of MBS board, elected to board, Villanova U. Development Foundation.

I. R. Lounsberry, former president, general manager and partner, WGR Broadcasting Corp., Buffalo, honored with a staff party on the occasion of his leaving the station.

Robert J. McIntosh, general manager, WJPS Evansville, Ind., elected president, Evansville Adv. Club.

Carol Lee Gregerson, Washington State College, to work at KING-TV Seattle this summer, as first holder of summer interneship post under Nancy Graham Memorial Fund award, established by parents of WSC graduate who was employed at that station at time of her death.

MR. McINTOSH

William G. Mulvey, WNHC-TV New Haven program coordinator, spoke on "How to Prepare for a Radio-Tv Career" at banquet of U. of Connecticut's WHUS, campus radio station.

Art Schofield, promotion manager for Storer Broadcasting Co., addressed the annual Awards Dinner, U. of Miami School of Radio and Television.

Richard C. Smith, director of radio, WHB Kansas City, elected president, Kansas City Press Club.

Glenn M. Gravitt, owner, WZOB Ft. Payne, Ala., elected president, Ft. Payne Chamber of Commerce.

Don Stewart, former manager, WDTV (TV) Pittsburgh and KCTY (TV) Kansas City, to staff, WGLV (TV) Easton, Pa., as consultant on television.

Jay Trompeter, disc m.c., WIND Chicago, is co-owner of new business firm, Modern Production Association., that city.

PRINCIPALS in this month's transfer of ownership of WTIK Durham, N. C. [B•T, March 15], were (l to r): seated, Robert Williams, new general manager and vice president of purchaser, and Harmon Duncan, former president; standing, Floyd Fletcher, former general manager, and James L. Howe, president of WTIK and WCTC New Brunswick, N. J., purchaser.

Blanche Stuart Scott, women's director, WLEA Hornell, N. Y., is participating in "Point to the Sky," documentary film being made by Bureau of Aviation of New York State Dept. of Commerce.

Grant Foster, news director, WKY-AM-TV Oklahoma City, discussed tv coverage of news at annual Journalism & Photography Day, U. of Wichita, May 19.

Homer Martz, farm director, KDKA Pittsburgh, discussed "The Need and Value of Better Public Relations for Farmers," as lead-off speaker at opening session, 1954 annual meeting, West Va. Congress of Agriculture, May 24-25.

Bill Welsh, sports announcer and special events commentator, KTTV (TV) Hollywood, receives certificate of merit from National Boys Clubs of America for work in promoting National Boys Week.

Walter Kingson, announcer, KFAC Los Angeles, and associate professor in UCLA Theatre Arts department, assigned to supervise State College of Washington, Pullman, television workshop, June 14 - July 24.

Raymond W. Rodgers, chief engineer, WDTV (TV) Pittsburgh, was presented the Channel Master Television Engineer's gold cup award, presented on a national basis to tv engineers who have made "outstanding contributions to improve tv reception and transmission," according to WDTV.

Joe Adams, disc m.c., KOWL Santa Monica, presented special certificate of merit by L. A. Board of Public Utilities and Transportation in recognition of his six years of campaigning for safe driving.

Robert Schiller, Hollywood free-lance radio-tv writer, father of boy, James Bradley, May 16.

Robert Hurlbut, manager, KNXT (TV) Hollywood film dept., father of boy, Barron Wade, May 10.

AMPEX TAPE RECORDERS

GATES-QUINCY, ILL.

123 Hampshire St.
Tel. 8202

SUMMER ACTIVITY INCREASES—NBC-TV

Seven participating sponsors are signed for the new Saturday night variety show. Other shows announced.

NBC-TV summer business activity this week included lining up seven advertisers for a 90-minute program, signing an eighth advertiser for 14 weeks of a half-hour show and substituting a summer program for the ninth advertiser.

The seven sponsors signing up for the variety program—*Saturday Night Revue*—Saturday, 9-10:30 p.m., are:

Dow Chemical Co., Midland, Mich., (Saran Wrap) 9-9:30 p.m. alternate Saturdays for 13 weeks through MacManus, John & Adams, N. Y.

Armour & Co., Chicago (Dial soap and shampoo), 9-9:30 p.m. alternate Saturdays for 13 weeks, through Foote, Cone & Belding, Chicago.

American Chicle Co., N. Y., ten minutes between 9:20-10 p.m. for 12 weeks through Dancer-Fitzgerald-Sample, N. Y.

Lemon Products Advisory Board, Los Angeles, ten minutes between 9:30-10 p.m. for 15 weeks through McCann-Erickson, L. A.

Griffin Mfg. Co., N. Y., ten minutes between 9:30-10 p.m. for 15 weeks through Bermingham, Castelman & Pierce, N. Y.

General Electric Major Appliance Div., Louisville, Ky., 20 minutes between 10-10:30 p.m. for 11 weeks and ten minutes between 10-10:30 p.m. for two weeks, through Young & Rubicam, N. Y.

Cudahy Packing Co., Omaha, ten minutes between 10-10:30 p.m. for 15 weeks through Young & Rubicam, Chicago.

Associated Products Inc. will sponsor for a 14-week summer series a half-hour version of *The Arthur Murray Party* starting June 15, Tuesday, 8:30-9 p.m. The program will fill the second half-hour segment of the *Buick Berle Show* during the summer months while the latter takes its season hiatus.

The *Arthur Murray Party* was first featured on tv in 1950 and was last presented on NBC in a quarter-hour version. Kathryn Murray will return in her role as hostess of the series, which will be produced by her husband, Arthur Murray, in the half-hour version. Grey Adv., N. Y., is the agency for Associated Products.

American Tobacco Co. (Lucky Strike cigarettes) will move *Private Secretary* from Sundays on CBS-TV to NBC-TV as a summer replacement for *Your Hit Parade* Saturdays, 10:30-11 p.m., effective June 19. The program will return to its Sunday evening time on CBS-TV in the fall. BBDO, New York, is the agency.

KTVU (TV) Joins NBC-TV

AFFILIATION of KTVU (TV) Stockton, Calif., with NBC-TV was announced last week in Chicago. The station is on ch. 36. Knox La Rue is general manager.

Many Inquire

SOME 49,100 letters had been received from ABC-TV viewers up to last Wednesday requesting complete information on the new pre-engineered six-room home which was introduced on the April 27 *U. S. Steel Hour,* the network reported last Thursday. ABC-TV said that the house, called "The Westerner," manufactured by U. S. Steel Homes Inc., was set up and completely furnished on "the largest and most elaborate set ever constructed for a television commercial."

WUSN-TV Charleston, S. C., scheduled to go on the air Sept. 25 on ch. 2 from an 850-foot tower with 100 kw, signs affiliation with NBC-TV. L to r: Philip D. Porterfield, general sales manager, and J. Drayton Hastie, president, both WUSN-TV; Paul Rittenhouse, station relations representative, and Thomas Knode, station relations manager, both NBC.

ABC-TV Adds Two Affiliates

AFFILIATION of two more television stations with ABC-TV, increasing total affiliates to 198, was announced May 21 by Alfred R. Beckman, national director of ABC's stations relations departments. New affiliates are KID-TV Idaho Falls (ch. 3), owned and operated by Idaho Radio Corp., effective May 23, and KTEN (TV) Ada, Okla. (ch. 10), owned and operated by Eastern Oklahoma Television Co., effective tomorrow (Tuesday).

'Cavalcade' To NBC Radio

GILLETTE Co.'s *Cavalcade of Sports* Friday night boxing bouts, previously telecast over NBC-TV and broadcast over ABC Radio, is going all NBC in the fall, with the radio as well as the tv broadcast becoming an NBC program, effective Sept. 3. Agency is Maxon Inc., New York. Fight broadcasts run from 10 p.m. EDT to conclusion.

NETWORK PEOPLE

Gino Conte, unit manager on NBC-TV *One Man's Family,* promoted to producer succeeding **Richard Clemmer,** on leave of absence from NBC-TV to produce "Whisper To Me" on Broadway.

F. Paul Johnson, senior engineer, CBC International Service, Montreal, named assistant to director of engineering, Canadian Broadcasting Corp., Ottawa.

Douglas Whitney, executive agent on tv, MCA Beverly Hills, to CBS-TV Hollywood, as producer.

Richard Cutting and **James Berry** to CBS Radio Hollywood as summer replacement announcers.

Max Wylie, formerly with William Esty Co., N. Y., and author of several books on radio-tv techniques, named script writer on CBS-TV *Secret Storm* (Mon.-Fri., 4:15-4:30 p.m.).

Brig. Gen. David Sarnoff, chairman of board, RCA, N. Y., announced as guest speaker at 71st commencement exercises, U. of Southern California, Los Angeles, June 12.

Gene Autry, star of CBS Radio *Gene Autry Show,* will star and produce Cremer-Autry rodeo this summer, starting series of appearances in Miles City, Mont., June 25.

Jan Murray, star of DuMont Tv Network's *Dollar a Second,* served as emcee for cerebral palsy telethon on WICS (TV) Springfield, Ill., May 22-23.

Glenn Denning, the original Commander Corey of ABC-AM-TV *Space Patrol,* assigned role in Paramount Pictures feature film, "Strategic Air Command."

Theodore F. Koop, director of news and public affairs, CBS Radio, Washington addressed Graduate College and School of Journalism, U. of Iowa, May 19 on, "News: Prime Washington Industry."

Mel Dacus, staff announcer, WBAP Ft. Worth, father of girl, May 17.

Kenny McManus, associate director, CBS Radio Hollywood, father of girl, May 16.

Peter Mustaki, sales representative, KOTV (TV) Tulsa, father of boy, Stephen Craig, May 13.

Donald J. Ruhman, floor manager, ABC-TV Hollywood, father of son, James Michael, May 12.

Harold Lee, kinescope recording engineer, NBC-TV Hollywood, father of son, Daniel, May 11.

Gus Bayz, sound technician, CBS Radio engineering dept., Hollywood, and wife **Lucy,** formerly staff member, CBS Radio editing department, same city, parents of son, George Gabriel, May 10.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA—
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

New Color Equipment Unveiled by DuMont

DuMONT color equipment, to permit stations to rebroadcast network signals, originate color slides and color film, was announced last week.

Comprising four packages, the DuMont gear with prices, are as follows:

Complement A—For test and rebroadcast of network color programs, including color stabilizing amplifier, $1,800; video switching unit, $240; phase correction unit, $975; color monitor with decoder, $7,500 for chassis alone, $8,200 for rack mounted unit, $8,750 for console unit; color bar generator, $2,370; step square wave generator, $1,550; square wave generator, $250; vectorscope, $3,400; oscillograph, $825; set of racks, jacks, etc., $1,700; three sets of power supplies, $1,500; rack mounting adapter, $35. Total, $22,145-$23,215.

Complement B—For origination of local test signal, including the above plus encoder, $4,980; subcarrier generator, $2,450; lumi-chrom filter, $100. Total, $29,675-$30,745.

Color Slide Reproduction

Complement C—For reproduction of color slides, including above plus two color program switchers, $800; monitor switch, $95; additional color monitor with decoder, $7,500 chassis only, $8,200 rack mounted, $8,570 console unit; two electronic maskers, $3,600; field keyer, $1,100; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; low voltage supply, $595; 17-in. picture monitor, $495; color multi-scanner equipment, $9,800; automatic dual color slide equipment, $6,620. Total, $55,480-$56,550.

Complement D—For reproduction of color film, including the above plus additional program color program switcher, $400; additional monitor switch, $95; additional color monitor with decoder, $7,500 chassis only, $8,200 rack mounted, $8,570 console unit; additional encoder, $4,980; two additional electronic maskers, $3,600; additional field keyer, $1,100; additional oscillograph, $825; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; additional rack mounting adapter, $35; remote control projector, $200; 16mm color cinecon equipment with multiplexer, $12,775; 16mm color cinecon equipment, $11,825. Total, $95,815-$96,885.

Additional dual color slide equipment is listed at $5,700. And, DuMont offers to convert existing black-and-white multiscanner slide and film equipment to color for $8,037.

New RCA Color Scanner Tube

RCA has announced a new scanner-type cathode ray tube (RCA-5AUP24) designed for picking up call letters, test patterns and other picture material in color. New tube is not a camera tube, but a light source for scanning color slides and other transparencies, according to Douglas Y. Smith, general marketing manager of the RCA Tube Division, who called it a color version of the "flying spot" tube developed by RCA in 1948 for use in black-and-white tv.

Stromberg Pays Dividends

STROMBERG-CARLSON CO., Rochester, last week declared a dividend on the company's 4½% convertible preferred stock of 56¼ cents per share payable on July 1 to stockholders of record on June 15. The company also declared a dividend on common stock of 37½ cents per share, payable June 30 to stockholders of record on June 15.

RCA and Magnecord Inc. sign an agreement by which Magnecord will distribute RCA's planned music service in the U. S. and Canada. L to r: seated—William L. Dunn, Magnecord president; Emanuel Sacks, RCA vice president; standing—James P. Davis, manager of RCA custom sales division, record department, and Henry T. Roberts, general manager of Magnecord's newly created music division. RCA will program the new service for industry, hotels and other commercial outlets. Magnecord will make the service available for redistribution through music operators on a lease basis.

Hoffman Radio Negotiates Loan, Will Build Tv Plant

HOFFMAN Radio Corp., Los Angeles, negotiating with Metropolitan Life Insurance Co. for a 15-year $2½ million loan, contemplates a public offering of 130,000 shares of common stock, H. L. Hoffman, president, reported last Monday to stockholders at the annual meeting.

These two financing programs, he said, would result in excess of $4 million for additional working capital. Of this amount $200,000 would be used to retire current long-term loans and $1½ million would go to build a new El Monte, Calif., plant for tv production. Sales and earnings are holding up due to a diversification program the company started several years ago, he added.

Smallest Dynamic Mike

NEW RCA microphone BK-6A, weighing less than six ounces and small enough to be worn around a performer's neck, clipped to a lapel or dress or concealed in his hand, is called by the company the smallest dynamic microphone ever developed for radio or tv broadcasting. Unit, complete with lanyard, clip and a 30-foot flexible cable, measures only 3-5/32 inches by 1-3/16 inches.

'Utilivue' in Production

DIAMOND Power Specialty Corp. last week announced that its new "Utilivue" series 400 closed circuit camera has gone into production and will be available for delivery in July. It is available with the vidicon type pickup tube for less than $2,000 and with the Utilicon long life cold cathode camera tube for under $2,500. It is being distributed by Graybar. The Diamond power plant is in Lancaster, Ohio.

Philco Corp. Sales Show 12% First Quarter Decline

PHILCO CORP. on May 20 reported a decline of 12% in sales during the first quarter of 1954, compared with the same period last year. First quarter sales in 1953 were $129,058,000, and were $113,777,000 in 1954.

Earnings during the first quarter were $2,438,000 or 62 cents a share, compared with $3,401,000 or 88 cents a share in the first three months of 1953. Since April 30, the company's plants in Philadelphia and Sandusky, Ohio, have been closed by a strike of CIO International Union of Electrical Workers.

Valentine to FTL Sales

JAMES M. VALENTINE, associated with IT&T since 1951 as supervisor of tv station installations in this country and abroad, has been appointed sales manager of the tv branch of Federal Telecommunications Labs, a division of IT&T. Mr. Valentine was with the tv engineering department of NBC prior to World War II, during which he was in charge of developing radar tv systems for military purposes at the MIT Radiation labs. Following the war, he became a member of the CBS color tv development group, served as tv sales engineer in the transmitter division of Allen B. DuMont Labs and, from 1948 to 1951, was tv engineering manager of ABC's Central Division, supervising the installation and operation of WENR-TV Chicago and WXYZ-TV Detroit.

MANUFACTURING PEOPLE

Kenneth J. Shea elected vice president of sales, International Div., Minnesota Mining & Mfg. Co., St. Paul; **Edward R. Newcomb,** export sales manager, elected a vice president of export sales.

Louis G. Pacent Jr., assistant to vice president in charge of manufacturing, Emerson Radio & Phonograph Corp., N. Y., appointed works manager of Emerson subsidiary, Quiet Heet Mfg. Corp., Newark, air-conditioners and oil burners.

Robert Nesbitt to Cinema Engineer Corp., Burbank, Calif., as Texas and Oklahoma factory representative, headquartered in Dallas.

Edward C. Madden appointed traffic manager and **Thomas A. Gaudette** assistant traffic manager, Admiral Corp., Chicago.

Charles Taylor, electronic technician, Western Airlines, to Conrad R. Strassner Co., L. A. electronic sales representatives, as assistant to president.

Edward Miller, engineering department, Sandia Corp., Albuquerque, N. M., to Kittleson Co., L. A. (electronic engineering representatives), as branch manager in former city.

Allen B. DuMont Labs television transmitter dept. has compiled a new, revised 36-page bulletin listing complete television broadcast products manufactured and distributed by the department.

Sylvania Electric Products Inc., N. Y., announces it has developed and begun production of color television dot generators, electronic devices that "assure proper alignment of electron beams which produce color tv pictures." The suggested list price of the dot generator, Type 506, is $129.50.

BROADCASTING

TELECASTING

features

Reprints of articles appearing in this section are available at nominal cost. Write to DCASTING • TELECASTING

The Tape That Mirrors the Original Sound

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GREEN BAND *Professional*

THE FINEST TAPE YOUR RECORDER CAN USE

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does IRISH Green Band RECORD, RETAIN and REPRODUCE the original sound with flawless fidelity.

Instruments will reveal that IRISH Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of IRISH Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to IRISH Green Band quality is the limitation of the tape recorder itself . . . it is the finest tape your recorder can use.

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GREEN BAND
Professional
is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel . . . . $3.30 Net.
2400 feet on metal or fiberglas reel . . $7.71 Net.

One day you will surely use IRISH . . . so write today for free sample reel.

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MAGNETIC SOUND RECORDING TAPE
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SOUND RECORDING

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OPELIKA 9, ALABAMA
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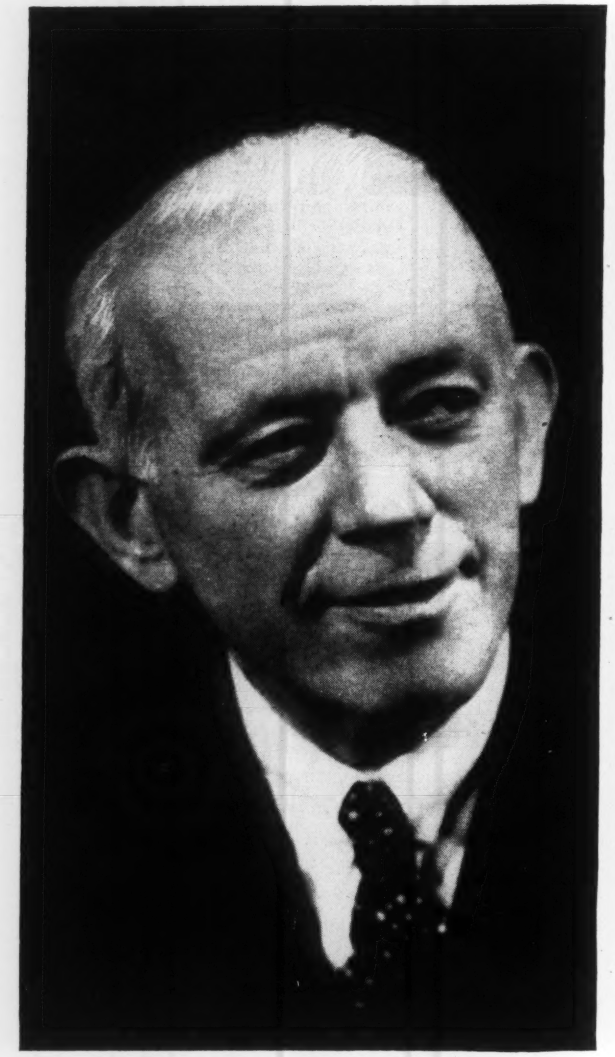
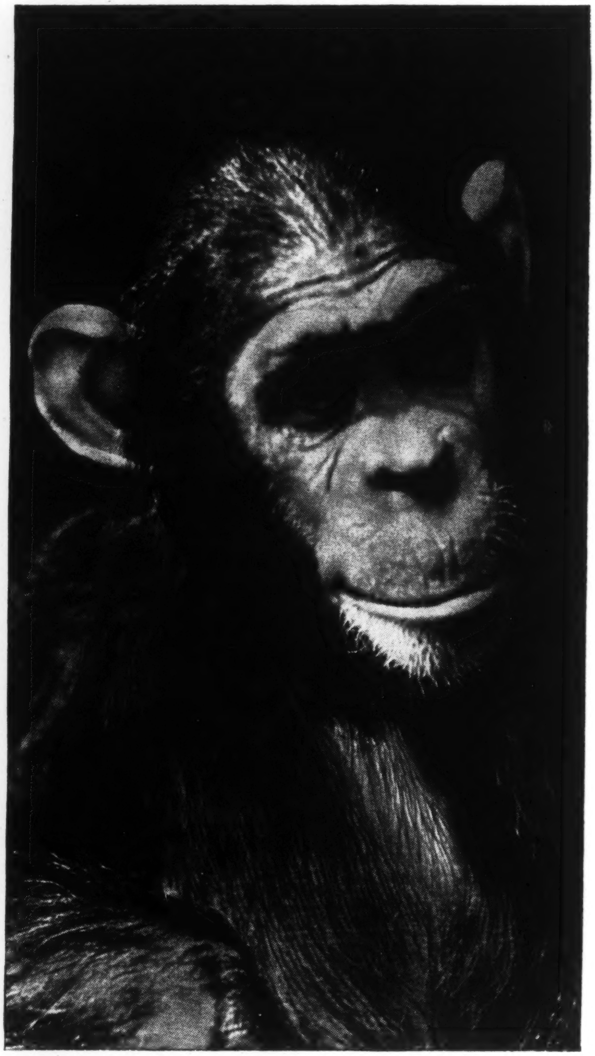
EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N. Y.





Meet the original John Kieran

That's Kieran on the left, and as millions of people can tell you, he's a very original fellow. He has a quarter-hour TV show called "Kieran's Kaleidoscope," which is also very original, and to watch it, you'd say he knows everything! The other actors on this program usually don't have names, but they've got plenty of appeal. They're not all animals...sometimes they're bugs, or plants, or planets. They appear on film in their natural habitat, Kieran ad-libs a witty commentary, and everyone has a wonderful time. Especially the sponsors. Over 50 advertisers have used "Kieran's Kaleidoscope" with exciting results...one for nearly 250 weeks. You can run this show almost indefinitely, since there are 104 films in the series! For availabilities and prices, wire or call collect:

In NEW YORK: *Don L. Kearney, 7 West 66th Street, SUsquehanna 7-5000*
In CHICAGO: *John Burns, 20 North Wacker Drive, ANdover 3-0800*
In HOLLYWOOD: *Bill Clark, 1539 No. Vine Street, HOllywood 2-3141*

★ ***Another hit from***
ABC FILM
SYNDICATION, INC.

features

- **Radio pays off for a Massachusetts department store. Page 95.**
- **At the Acacia Country Club with NARTB's golfing delegates. Page 96.**

Two Massachusetts stations prove

DEPARTMENT STORES ARE NOT RADIO PROOF

SO SUCCESSFUL was the use of radio by a large department store in Greater Boston's northern area in creating opening traffic and selling goods after the store opened that it has signed a 52-week radio saturation announcement schedule.

Hirshon-Garfield Inc., New York and Boston advertising agency, for its client, the newly opened Jordan Marsh Co. department store in Malden, Mass., selected two intensely competing stations—WHIL Medford and WTAO Cambridge—to promote the opening of the store April 1, after its acquisition by Allied Stores Corp., described as the largest department store group in the country.

Allied acquired the store, formerly the F. N. Joslin Co., and changed its name to Jordan Marsh Co., after its large Boston store of the same name and two others in the chain, in Framingham, Mass., and San Diego, Calif.

The store underwent extensive remodeling and was designed especially for the shopping convenience of residents of the northern areas of Greater Boston, where competing WHIL and WTAO both have primary coverage.

Although usually competitive with each other in efforts to gain audience, WHIL and WTAO joined to put everything they had into the promotion.

The store, which normally used the two stations on a year-around basis, had never tried combined spot coverage before, so a two-month test was made with the result that "all parties were pleased."

The campaign decided upon by Sherwood J. Tarlow, president-general manager of WHIL, and Fred Bailey, general manager of WTAO, together with account executive Ruby Newman and Vice President Herb Stern of Hirshon-Garfield, called for intensive on-the-air saturation promotion beginning when the store, said to be the largest in the nation north of Boston, closed down for final remodeling touches one week before the grand reopening.

Both stations, with a budget split almost evenly between them, began airing announcements "almost every hour," including "selling" copy on items in the store and the departments where they were to be found, with descriptions of the store's facilities and services. At the same time the stations began hitting the air with shorter "teaser" announcements: "The Big J (Jordan Marsh) is coming to Malden especially for you."

At the end of seven days, on the April 1 opening day, both stations aired a half-hour dedication program, with company executives, state and community officials and civic leaders taking part. Although the day was ushered in by a wintry snowstorm, WHIL and WTAO announced that ceremonies would begin on time. "Hundreds of people crowded the sidewalk for the dedication and thousands jammed the store the moment the doors were thrown open," says a WHIL spokesman.

The half-hour program, produced by WHIL Production Director Allan Roberts, was the only one used, the rest of the radio promotion being announcements. No television was used.

For the next three weeks the stations flooded the air with copy on individual items of merchandise, the store's departments and its facilities, at the same time discontinuing the "teaser" announcements. At the end of the three-week period, institutional copy was added. The stations also started using their merchandising services, including point-of-sale cards and WHIL's "teaser" cartoons in newspapers.

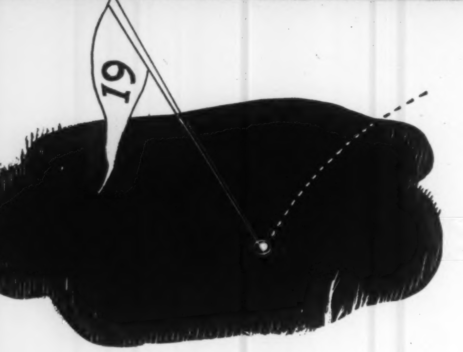
Results? "And how!" says Arthur D. Stamler, WHIL promotion director. Mr. Stamler's enthusiasm, it develops, is with good reason. The stations have been given exclusive radio coverage by Jordan Marsh in the Greater Boston area and have been signed for 52 more weeks of heavy saturation.

Joseph P. McIsaac, managing director of Jordan Marsh Co., two weeks after opening day, added this fitting summation:

"Management is most gratified with the results. People are continuing to crowd our store. Our sales show customers from points as distant as Providence, R. I., and Bangor, Me. There is a tremendous upsurge in business—far above any expectation. And our sales are continuing on the increase at a very high ratio."

All of which goes to bear out what the two radio stations and the agency maintained all along:

"Department stores are not radio proof."



Eighty-four NARTB delegates were on the links at Chicago's Acacia Country Club to compete for the B•T trophies. Joe Higgins came away with a gross 73 to win one of them; Henry Clay shot a net 65 to take the other.

OFF THE TEE IN

JOE HIGGINS, WTHI-TV Terre Haute, Ind., and Henry Clay, KWKH Shreveport, La., won low gross and low net honors respectively at the 23d annual **NARTB golf** tournament at the Acacia Country Club last Sunday. Mr. Higgins, former medal winner in 1946 and 1950, won his third silver B•T trophy, scoring a 73 gross. Mr. Clay shot an 89, which with a 24 blind bogey handicap, scored a 65 to win the B•T cup for low net.

Some 84 broadcasters and agency executives participated in the convention tournament. Tied for second low net honors with 66's were: Norm Barry, NBC, Chicago; Max Everett, Everett-McKinney, New York; Peter Fronezak, WCEN Mt. Pleasant, Mich., and Rush Evans, Northwestern University Radio & Tv, Evanston. C. L. Posey, McCann-Erickson, Chicago, was runnerup to Champion Higgins with a 76.

B•T was host at the 19th hole.

The players and scores were:

Player Affiliation	Gross	Hdcp.	Net
Jesse Fine, WFIE Evansville	92	15	77
Shaun Murphy, WFIE Evansville	85	3	82
Joe Higgins, WTHI-TV Terre Haute	73	12	61
Paul Raibourn, KTLA (TV) Los Angeles	97	30	67
John Spearman, Spearman & Roberson	91	15	76
Richard Swift, Bolling Co., N. Y.	95	12	83
George Hankoff, INS, N. Y.	90	21	69
Robert McKee, NBC, Chicago	95	21	74
John Cooper, INS, N. Y.	108	30	78
Wm. L. Clark, ABC, Los Angeles	85	12	73
Hal Meyer, WFOR Hattiesburg, Miss.	100	30	70
Fred Watkins Jr., KWKH Shreveport	91	9	82
J. F. Timlin, Branham Co.	112	30	82
Earl Moreland, WMC Memphis	88	12	76
A. J. Schroder, NBC Chicago	89	15	74
Army Grant, WAAM (TV) Baltimore	No card		
Jim Parsons, Harrington, Righter & Parsons, N. Y.	No card		
Henry B. Clay, KWKH Shreveport	89	24	65
Bob Ferguson, WTRI (TV) Schenectady	91	21	70
Les Rawlins, KDKA Pittsburgh	81	6	75
Bob Burow, WDAN Danville, Ill.	86	12	74
Max Everett, Everett-McKinney, N. Y.	81	15	66
Bob Everett, Everett-McKinney, N. Y.	80	3	77
Len Nasman, unattached	92	12	80
Bob Meskill, Everett-McKinney, Chicago	No card		
S. B. Beeson, Headley-Reed Co.	90	15	75
C. L. Posey, McCann-Erickson	76	9	67
Hugh Boice Jr., WEMP Milwaukee	86	12	74
Don Harding, Edw. Petry & Co. Inc.	No card		
Malcolm Sullivan, J. Walter Thompson Co., Chicago	81	9	72
Forrest Blair, Edw. Petry & Co. Inc.	No card		
William Kiley, WFBM Indianapolis	92	21	71
Robert Schroeder, CBS New York	92	18	74
Willard Schroeder, WOOD-AM-TV Grand Rapids	97	30	67
Art Swift, WOOD-AM-TV Grand Rapids	105	18	87
Bill Shaw, KHMO Hannibal	86	15	71
Bill Thompson, MBS Chicago	No card		
George Stofan, WJOL Joliet	No card		
Frank Marshall, J. Walter Thompson Co., N. Y.	138	69	69
Tom Glynn, J. Walter Thompson Co., N. Y.	95	74	71
Ory Lawson, Lawson & Assocs., Minneapolis	92	21	71
Bill Young, Unity, N. Y.	No card		
Howard Schellenberg, Haley, Doty & Schellenberg, Washington	89	6	83
Chuck Pratt, Edw. Petry & Co. Inc.	88	18	70
S. J. Roche, NBC, Chicago	88	12	76
Ed White, NBC, Chicago	106	24	82
Chuck Standard, NBC, Chicago	82	12	70
Gene Da Dan, NBC, Chicago	102	30	72
Ed Carey, NBC, Chicago	139	30	109
Norman Barry, NBC, Chicago	87	21	66
Jim Wehrheim, NBC, Chicago	96	18	78
Bob Woodburn, NBC, Chicago	180	30	150
Earl Gutkneck, NBC, Chicago	113	30	83
Walter Brown, WSPA Spartanburg	90	18	72
Horace Fitzpatrick, WSLS Roanoke	101	21	80
Paul Hancock, NBC, New York	92	21	71
Grover Cobb, KVGB Great Bend, Kan.	84	12	72
William R. Hohmann, NBC, Chicago	119	30	89
Warren Reinhold, NBC, Chicago	109	27	82
Bob Gilbertson, Harrington, Righter & Parsons	101	30	71
Tee Watson, J. Walter Thompson Co.	84	6	78
Rush Evans, Northwestern Radio & Tv	84	18	66
Don Pontius, Robert Meeker Assoc., San Francisco	104	30	74
Carl Jewett, Meeker Tv, Chicago	108	30	78
Neil Murphy, WNBQ Chicago	94	12	82
Frank DeRosa, NBC, Chicago	100	18	82
Don Grasse, Tatham-Laird, Chicago	102	30	72
Paul Schlesinger, Tatham-Laird, Chicago	94	24	70
Paul H. Raymer, Paul H. Raymer Co., N. Y.	95	15	80
Tom Miller, Harrington, Righter & Parsons, Chicago	96	24	72
Bowen Munday, Leo Burnett, Chicago	104	27	77
Merrill Lindsay, WSOY Decatur, Ill.	81	9	72
L. Waters Milbourne, WCAO Baltimore	89	18	71
Paul Brandt, WCEN Mt. Pleasant Mich.	94	27	67
Peter Fronezak, WCEN Mt. Pleasant Mich.	103	27	66
R. B. Harrington, WSVA Harrisonburg, Va.	88	9	77
F. O. Funkhouser, WSVA Harrisonburg, Va.	No card		
Frank U. Fletcher, Spearman & Roberson, Washington	101	30	71
Wm. E. Maillefert, Edw. Petry & Co., Chicago	94	24	70
F. E. Fitzsimonds, KFYR Bismarck	100	30	70

GOLF POT POURRI at NARTB Convention. A happenstance 20th Century reunion of Clay and Lee occurred when the B•T trophies of the golf champs were presented in Chicago last Monday. L to r: Sol Taishoff, B•T editor-publisher; FCC Comr. Robert E. Lee; low net winner (65) Henry Clay, KWKH Shreveport; low gross winner (73) Joe Higgins, WTHI-TV Terre Haute.

L TO R: Fred Watkins, KWKH Shreveport; Joe Timlin, Branham Co., New York; Earl Moreland, WMC-WMCT (TV) Memphis, and Henry B. Clay, KWKH Shreveport, low net winner.

CHICAGO

L. TO R: C. L. Posey, McCann-Erickson, Chicago; Sterling Beeson, Headley-Reed, New York; Bill Shaw, KHMO Hannibal, Mo., and Hugh Boice Jr., WEMP Milwaukee.

L TO R: Bob Gilbertson, Harrington, Righter & Parsons, Chicago; Tee Watson, J. Walter Thompson Co., Chicago; Tom Miller, H, R & P, Chicago, and Bowen Munday, Leo Burnett Co., Chicago.

L TO R: Grover Cobb, KVGB Great Bend, Kan.; Paul Hancock, NBC New York; Horace Fitzpatrick, WSLS Roanoke, Va., and Walter J. Brown, WSPA Spartanburg, S. C.

L TO R: standing, Rush Evans, Northwestern Radio-Tv; Shaun Murphy and Jesse Fine, WFIE (TV) Evansville; Orville Lawson, Lawson Assoc., Minneapolis; seated, Don Pontius, Everett-McKinney, Chicago, and Frosty Blair, Edward Petry & Co., Chicago.

L TO R: Les Rawlins, KDKA Pittsburgh; Bill Clark, ABC Los Angeles; Hal Meyers, WPOR Portland, Me., and F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D.

L TO R: standing, Howard Schellenberg, Haley, Doty & Schellenberg, Washington; George Hankoff, INS, New York; Bill Kiley, WFBM Indianapolis; Bill Schroeder, WOOD Grand Rapids, Mich.; Bob Schroeder, CBS-TV New York; kneeling, Tom Glynn and Frank Marshall, J. Walter Thompson Co., New York; John Cooper, INS, New York, and Art Swift, WOOD.

TOP PICTURE, L TO R: John Spearman, Spearman & Roberson, Washington; Paul Raibourn, KTLA (TV) Los Angeles; Dick Swift, Bolling Co., New York; Joe Higgins, WTHI-TV Terre Haute, and unidentified golfer.

BOTTOM PICTURE, L TO R: L. Waters Milbourne, WCAO Baltimore; Paul Raymer, Paul H. Raymer Co., New York; Armand Grant, WAAM (TV) Baltimore, and Jim Parsons, Harrington, Righter & Parsons.

PROGRAMS & PROMOTION

ALARM RINGING CONTEST

VIEWERS of KBID-TV Fresno are invited to guess when an alarm clock will go off during each station broadcast day, in a $5,300 six-week audience promotion contest. The audience is asked to write the station, answering a daily question and nominating their favorite program. Additionally, they guess when the alarm will go off. The alarm rings during the program that receives the most votes. The station reports an 8,000-letter-a-day response, with winners receiving three appliance prizes a day.

'JUNE WEDDING' PROMOTION

WLBK De Kalb, Ill., has instituted a promotion campaign involving all couples who plan to be married in June. Called *June Wedding*, program asks couples to submit their names and then asks listeners to vote for their favorite couple. Listeners vote by shopping at stores of participating sponsors. Each shopper is entitled to one vote for each cent spent in that particular store. WLBK is inserting posters and other promotion material in participating stores. The couple receiving the most votes will receive assorted prizes.

BIG MIKE
NEBRASKA'S MOST POWERFUL STATION

BELIEVE it or not, he can get in, says KFAB Omaha of its big announcer, 260-pound Thomas Holtz, who personifies "Big Mike," KFAB's trademark and its little car, a Crosley. Big Mike uses the little car on all his business for KFAB, the station says.

WKNX-TV BIRTHDAY BONUS

IF EVERYTHING goes according to schedule, the first anniversary promotional stunt of WKNX-TV Saginaw, Mich., will cost the station nearly $2,000 by the time it celebrates its 21st anniversary on the air. A special on-camera birthday party was presented honoring children in the WKNX-TV coverage area who were born on May 4, 1953—the day the station began telecasting. The children were presented with a $1.00 bill in commemoration of the occasion and this presentation will continue each year with the monetary gift increasing to equal their increased age each year, according to WKNX-TV. By the time the children reach 21, they will have received a total of $231 each.

HILLBILLY MUSIC ARTICLE

THE JUNE issue of *Good Housekeeping* magazine features an article on country and western music by Nelson King, co-m.c. of nightly, six hour *Hillbilly Jamboree*, over WCKY Cincinnati. The article, titled "Hillbilly Music Leaves the Hills," points out the growing popularity of country type music in large cities and shows where many a "pop" tune began as a country or western hit, including such songs as "Cold Cold Heart," "You Belong to Me," "Don't Let the Stars Get in Your Eyes," "Tennessee Waltz" and the newest Tony Bennett hit "There'll Be No Teardrops Tonight," which was co-authored by Mr. King and the late Hank Williams, according to the station.

CHURCH ASSEMBLY COVERAGE

TOTAL of six nation-wide broadcasts and 44 programs by Detroit area stations were slated for presentation during the period May 20-30 in conjunction with the Detroit meeting of the Presbyterian General Assembly. Local area stations participating include: Radio — WJR, WWJ, WXYZ, WJLB and WJBK, all in Detroit; CKLW Windsor, WCAR Pontiac and WEXL Royal Oak. Television—WJBK-TV, WWJ-TV and WXYZ-TV. Participating networks include CBS Radio, CBS-TV, ABC Radio and NBC Radio. Additionally, an estimated 260 radio stations throughout the U. S. are slated to carry two special programs in the *Let There Be Light* series of the Broadcasting & Film Commission of the National Council of Churches of Christ.

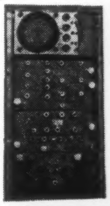
CFQC TROPHY BROCHURE

CFQC Saskatoon, Sask., Canada, winner of 1953 Radio Television News Directors Assn. trophy for "most outstanding radio news operation," at the group's annual convention in Washington, has published a brochure on its news service. The brochure, which shows the gold trophy on a blue cover, is being distributed to Canadian members of Parliament, members of the Legislature in Western Canada, prominent civic officials, agencies and radio and tv stations. Enclosed are pictures of prominent people and their congratulatory messages. The

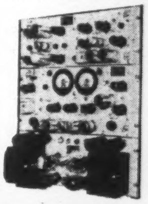
KFEL-TV to Drop News

KFEL-TV Denver will drop news programs June 1 because officials are convinced the public does not watch tv news shows in sufficient numbers to justify the news telecasts, it was announced last fortnight by Gene O'Fallon Jr., public relations director and son of the owner. KFEL-TV, first tv outlet to begin telecasting in the Denver area has dismissed Jack Fitzpatrick, KFEL-TV news director, and six others, Mr. O'Fallon said.

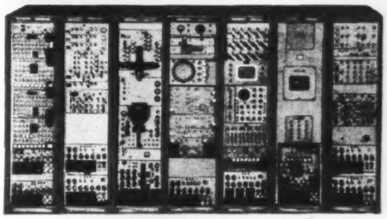
TELECHROME THE ONLY COMPLETE LINE of INSTRUMENTATION for COLOR TV



Chromascope (Signal Certification)



Phase Slope (Envelope Delay) Curve Tracer



Full facilities — Transmits, receives, monitors, analyzes composite color pictures

In Color TV instrumentation, no other name means as much as Telechrome . . . because no organization can match Telechrome's 3 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request

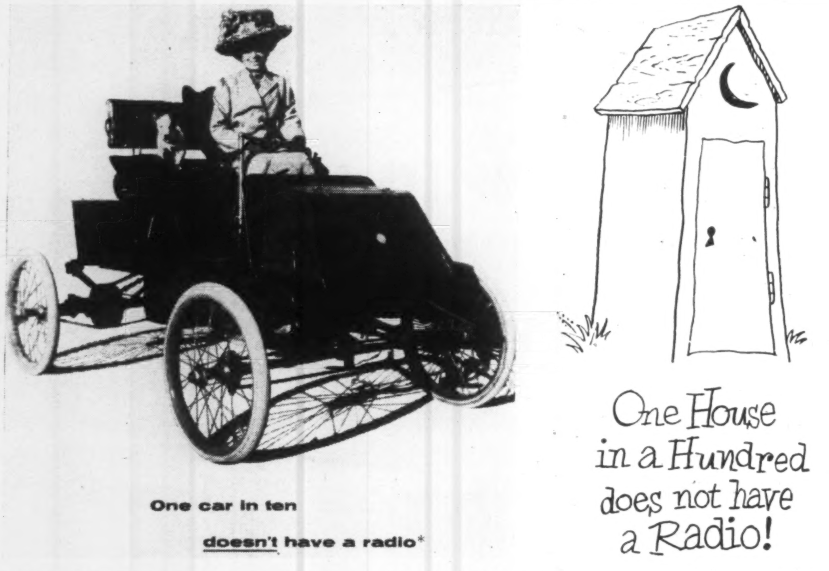
DELIVERY 60 DAYS

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

88 Merrick Road Amityville, N. Y.

AMityville 4-4446


One car in ten
doesn't have a radio*
One House in a Hundred does not have a Radio!

TO DRAMATIZE radio's penetration and importance to the average citizen, WTOP Washington used these promotional pieces in a recent campaign. The automobile piece ran as a full page ad in two Washington newspapers and the "house-ad" was sent to local agencies and CBS Spot Sales offices. The station reports the "house" promotion piece is being consistently reordered by Spot Sales representatives.

station's news service is outlined and a description of facilities, coverage and "firsts" follows, with pictures of personnel and events covered rounding out the brochure.

CLOSED-CIRCUIT TELECASTS

A SERIES of closed-circuit product demonstration colorcasts, produced for the benefit of local business executives and ad agency personnel, has been undertaken by WKY-TV Oklahoma City. Called *Food, Fashion and Furnishings Forums,* the colorcasts are being assembled in 30-minute productions employing an announcer, musical background and women's commentary. The series will feature packaged products, prepared dishes in the food line, current fashions in apparel, accessories and the cosmetic lines and late trends in home furnishings and interior decoration. Invitations are being extended to about eight food brokers and chain store executives a day to witness the program which is keyed to the particular brokerage house represented that day.

KATE AIRS PROBLEMS

LISTENERS are given on-the-air answers to all sorts of problems by Dale Dickerson, host of *Party Line* over KATE Albert Lea, Minn. Through a special phone attachment, a telephoning listener can hear his voice state problems on the broadcast and frequently the next call received will bring another listener's solution to the problem. Most problems perplexing listeners are concerned with home-making, according to Mr. Dickerson, and he adds that this simple format has created greater success than any other program aired by that station.

STUDENTS OPERATE WADK

STUDENTS took over all the operations of WADK Newport, R. I., as part of the annual "Youth Day", a time when pupils from the city's high schools take over the city government and conduct all civic activities. Milton E. Mitler, manager of WADK, suggested to the Elk's Youth Committee that they select youngsters to fill the various station capacities. Every position from general manager to librarian was filled by teen-agers and, according to the station, the experiment was so successful that it will be added to "Youth Day" activity each year.

KEYSTONE PROMOTION PIECES

KEYSTONE Broadcasting System is distributing to all major agencies and advertisers a packet of material comprising a station list of 715 affiliates, its network primary coverage map and a tv map showing KBS supplementary stations. Material is offered for "consideration of lucrative markets for your products." Letter, signed by Edwin R. Peterson, KBS vice president, cites "advantages of Keystone over the wired networks," the "neighborliness" of broadcasts from home town areas, and ability of advertisers "to pick and choose his markets according to his own needs." Coverage maps are designated to alert advertisers to "tremendous potential" in vast population areas not covered by television and any one wired network.

RELAY HOOKUP 'FIRST'

IN WHAT is claimed to be North Carolina's first relay hookup, WSJS-TV Winston-Salem, N. C., was the pivot point in a three-way relay telecast when President Eisenhower spoke at a "Freedom Rally" in Charlotte May 18. WSJS-TV picked up the coverage of WBTV (TV) Charlotte and then fed it to WFMY-TV Greensboro. Phil Hedrick, WSJS-TV operations manmanager, said the experiment paves the way for greater statewide coverage.

PETROLEUM CAREERS BOOKLET

A FREE booklet dealing with the career opportunities afforded by the oil business is being offered to interested high school and college students. Titled *Careers in Petroleum,* the booklet is available on request to: American Petroleum Institute, Box 172, 50 W. 50th St., New York 20, N. Y.

BOTTLE CAP DISCOUNT

TO PROMOTE the sale of Bireley's soft drinks, KXEL San Bernardino, Calif., sent dealers a letter to which was attached a cap from a Bireley's bottle held down with Scotch tape. The explanatory note said: "Summer is the time for circuses and Bireley's beverages. And speaking of the 'Big Top' . . . under the Bireley's cap you will find a ten cent discount on your first case . . . put it on Bireley's and win more sales than ever . . ." A dime was tucked beneath the bottle cap. KXEL says the promotion has been very successful, especially among individual grocers and small dealers.

CFPL LISTENER CHECK

THREE radios for the winner's home and a breakfast for the winner with 50 of his friends, was the prize offered by CFPL London, Ontario, to find out how many people listen to its early

Operation Sunburst

OVER $100,000 will be spent by Crosley Broadcasting Co. in its large-scale promotion, "Operation Sunburst," to stimulate maximum audiences for WLW sponsors this summer. Attending a "Sunburst" sales conference are (l to r): H. P. Lasker, vice president in charge of WLWD (TV) Dayton; Robert Boulware, manager of WLWT (TV) Cincinnati; H. M. Smith, Crosley vice president in charge of sales; George Henderson, Crosley general tv sales manager; John T. Murphy, Crosley vice president in charge of tv operations, and James Leonard, vice president in charge of WLWC (TV) Columbus.

What does modern advertising owe to Socrates and P. T. Barnum?
How did advertising premiums become a billion-dollar business?
Whose face was red when the first radio boxtop deal paid off?
Why does housewives' laziness help build package goods sales?
For the answers, read. . . .

'Ads, Women and Boxtops'

The "boxtop king" tells the inside story of package goods advertising techniques . . .

a B•T exclusive

by Duane Jones

Starting Next Issue

A definitive series of articles about the 15 basic techniques of package goods advertising, how they were invented, how they have been used to send sales curves shooting into the stratosphere.

JUDGES in the $1,000 contest by WSTV-TV Steubenville, Ohio, to provide a slogan for its 881-foot tower, look over some of the 30,000 entries. L to r: Emerson V. Wood, executive secretary of the Steubenville Chamber of Commerce; J. Richard Sonneborn, president of the Wheeling Ad Club, and William Coffman, officer of the Pittsburgh Radio & Tv Club and president of Cabbot & Coffman Agency there.

morning show, which uses part of the Red Skelton transcribed program. Listeners were asked to give name, address, employment, number of people in the family listening to the 6-7 a.m. show and for comments on it. The results have brought valuable information on early morning listeners, the station reports, including data on what type of music the cows like best when they are being milked!

WLOF JET RECORDING

ARMED with a small tape recorder and lots of courage, Lee Hall of WLOF Orlando, Fla., flew in a jet plane and made a 15-minute recording which the station later broadcast to listeners. Miss Hall's flight in the T-33 jet plane was WLOF's participation in Armed Forces Day as observed by Pinecastle Air Force base in Orlando. She described how it felt to sit in the rear cockpit of a 400-mile-per-hour jet, doing rolls and peeling from formation. Many WLOF listeners throughout the central Florida area were afforded a vicarious thrill while they listened to the broadcast, according to the station.

KEX RADIO SURVEY

A STUDY of automobile listening in the Portland, Ore., area has been completed by KEX there, which shows the total audience in every hour of the day in metropolitan Portland and also throughout the 42-county KEX listening area. The survey, prepared by Promotion Manager C. L. Burrow, also points out that over 800,000 vacationers visit Oregon every year and spend over $150 million, making the tourist business the third largest business in the state. Stating that car use doubles during summer months, the study says Oregon tourists are "a hot weather plus for KEX advertisers." The radios in automobiles, the study indicates, are "enough alone for a complete media . . . best covered by the 50,000 watts of KEX."

WTRY PROMOTION PIECES

WTRY Troy, N. Y., has completed for mailing to local and national agencies and advertisers, three promotional pieces titled "Summertime," "How Much for Advertising?" and "This Is WTRY, the CBS Radio Network." "Summertime," mailed to local accounts only, describes WTRY's penetration in the vacation market, programs geared to the season and rates. "How Much for Advertising?" contains an analysis of circulation and penetration of daily newspapers and points out the advantage in using WTRY in addition to newspaper advertising. "This Is WTRY," describes the station's advertisers, personalities, the audience and its listening habits.

GREAT LAKES BROADCAST

IN WHAT WWCA Gary, Ind., believes is the only show originating from any of the Great Lakes, that station will originate *Beach Ballroom* throughout the summer direct from Wells Street Beach on the southernmost tip of Lake Michigan. The daily show, 4-5 p.m., will feature records, lake forecasts, interviews and water temperature reports.

SOFTBALL TELECAST 'FIRST'

THE FIRST regularly scheduled softball telecasts in the history of Oklahoma City television is claimed by KTVQ (TV) that city in a planned Monday and Tuesday night series staged in cooperation with the Oklahoma City's Softball Assn. and Park Dept. The station is already telecasting the home games of the Oklahoma City Indians, Texas League representatives, and the proposed series will be covered when the Indians are on the road. Station Manager Harry Abbott said that the softball feature will help solve programming plans as well as give assurance to the fans that every Monday and Tuesday night, weather permitting, they will have a live telecast of some diamond activity.

NBC SUPERVISOR TRIBUTE

PAT KELLY, veteran NBC supervisor of announcers, was the principal subject on Ralph Edwards' *This Is Your Life* (NBC-TV, Wed., 10-10:30 p.m. EDT). Mr. Kelly is planning to retire from NBC next month after 25 years of service to the network. On hand to pay tribute to Mr. Kelly were: a former employer of 36 years ago from Vancouver, B. C.; Fortune Gallo, who hired Mr. Kelly to sing with his San Carlo Opera Co.; his wife, his sister-in-law and a group of his microphone associates, including Ben Grauer, George Hicks, "Tiny" Ruffner, Tex Antoine, Ed Thorgerson, Alwyn E. H. Boch, Norman Brokenshire, Jimmy Wallington, Don Wilson, Ford Bond, Hugh James, Jack Costello, George Putnam and Howard Petrie.

'THE HUMAN TOUCH'

ANDERSON & CAIRNS, New York advertising agency, launched a series of weekly two column ads in the *New York Times* and several trade papers based on the people who are working on behalf of its clients. "The human side of the agency business is probably one of the most frequently overlooked aspects of successful advertising even though it's basically an enterprise of talented human beings who are real people," John A. Cairns, president of the agency, asserted.

WJBK-AM-TV JET BROADCAST

TO CALL attention to Armed Forces Day and the Air Force Jet Show at nearby Selfridge Field, WJBK-AM-TV Detroit, Mich., arranged a live pickup from an Air Force jet while the plane circled Briggs Stadium during a pause in the New York Yankees-Detroit Tigers game May 14. Paul (Dizzy) Trout, former Tiger pitcher and now a sportscaster, flew in the jet and carried on a five-minute conversation that was broadcast over the loudspeaker in the stadium and over WJBK-AM-TV, according to that station.

WLW-AM-TV LENDS TALENT

WLW-WLWT (TV) Cincinnati will furnish the talent for what is expected to be "the largest square dance ever held in the country," which will take place at the Darke County Fair. It is hoped that last year's opening day crowd of 84,000 people will be exceeded at this year's fair. WLW's *Midwestern Hayride* show will be broadcast directly from the fair grounds, according to the station.

KOTV (TV) DEDICATION 'FIRST'

KOTV (TV) Tulsa reports the first television coverage of the opening of a new building in that city when the dedication ceremonies of the new $400,000 First National Bank Autoramp and Autobank were carried by that station. Cy Tuma, KOTV news director, handled the narration and conducted interviews with civic and business executives attending the ceremony.

CBS-TV Hails Haile First

CBS-TV was credited with a news "beat" last Tuesday in presenting over *The Morning Show* (Mon.-Fri., 7-9 a.m. EDT) a "live" shipboard interview with Emperor Haile Selassie of Ethiopia a full hour before his ship docked in New York.

A CBS-TV spokesman said the "beat" was accomplished by placing reporter Tom Costigan abroad the *S. S. United States* before it entered New York harbor and hiring a tugboat, equipped with a network camera unit, to steam alongside the liner as it entered the harbor. Mr. Costigan persuaded the Emperor to stand near the liner's rail where the camera from the tug was able to obtain a fairly close view of the monarch while he spoke into the microphone for viewers of the show.

SEND FOR NEW LIST OF 715 KEYSTONE STATIONS, COMPLETE MAPS OF NIELSEN COVERAGE AND KEYSTONE'S TV SUPPLEMENT

Want to Build Your Own Radio Network?

Trouble with wired network advertising sometimes is that it covers you where you don't need it and leaves you bare where you could use a blanket. Us . . . why we have a network that's as flexible as a pair of hollow legs filled to the knee caps with Old Grandad. Flexible enough? You can build your own network. It's simple. List the markets where you want strong, complete coverage . . . extra merchandising arms and legs to tell and sell the dealers . . . to get displays onto and into the windows.

We'll take your list and furnish a network that will prove to you that KEYSTONE is the most RADIO-ACTIVE network in America and the most flexible. Call us, write us, wire us. We'll help you build YOUR OWN RADIO NETWORK to follow your specific sales pattern . . . "tailor-made" for your markets.

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ TAKE YOUR CHOICE

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ MORE FOR YOUR DOLLAR

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ ONE ORDER DOES THE JOB

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© by Broadcasting Publications Inc.

	SUNDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Colgate-Palmolive Co. Our Miss Brooks (205) R	Mutual Benefit On the Line with Bob Considine (546)	NBC Spring Concerts
6:45	Don Cornell		Harry Wismer Sports (355) General Tire	
7:00	This Week Around The World	Amer. Tobacco Jack Benny (211) R	Rod & Gun Club–Co-op	
7:15				
7:30	What's The Name of That Song	Juke Box Jury	Wonderful City	Theatre Royal
7:45				
8:00	American Music Hall	Gary Crosby Show	Hawaii Calls	Co-op Sunday with Dave Garroway
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45			8:55–News	
9:00	Gruen and Am. Safety Razor Walter Winchell	Hallmark Radio Hall of Fame (199)	The Army Hour	
9:15	Lorillard Taylor Grant			
9:30	Answers for Americans	Van Camp Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (202)	London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr Man of the Week	TBA	Inheritance
10:15	Elmer Davis		Hazel Markel Co-op	
10:30	The Assemblies of God "Revival Time"	U N Report	Co-op Bert Bachrach	Meet the Press
10:45		John Derr Sports	Co-op Rukeyser Reports	
11:00	11:00-11:05 ABC News	News	Co-op Ed Pettitt	News from NBC
11:15 PM	Freedom Sings	Dance Orchestra	Airmen of Note	No Network Service

	MONDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn Ernie M-F	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)		Amer. Home Prod., Gabriel Heatter (520)	Miles Labs News of World (166)
7:45		Am. Oil-Ford Ed. R. Murrow (199)	Liggett & Myers Perry Como (525)	Toni Co. One Man's Family (182)
8:00	General Motors Henry Taylor (159)	Auto-Lite Suspense (196) R	The Falcon *	AA of RR's Railroad Hour (192)
8:15	Jack Gregson			
8:30		Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	TBA
8:45				
9:00	Camaratta Music Show	Lever Brothers Lux Radio Theatre (186)	Spotlight Story	Bell Telephone Telephone Hour (185) R
9:15			9:15-25 Newsreel 9:25-9:30 Miller News, Miller Brewing Co. (421)	
9:30	Decision			Cities Service Band of America (113) N
9:45			Co-op Reporters Roundup	
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards (189)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	TBA	Manhattan Crossroads Co-op	Heart of the News
10:30	Martha Lou Harp		(Co-op) Deems Taylor Concert	Two in the Balcony
10:45		10:30-11 Dance Orch.		
11:00	Songs by Dini	News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

	TUESDAY				
	ABC	CBS	MBS	NBC	ABC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily	
6:30	Budweiser Bill Stern	No Service		No Network Service	Budweiser Bill Stern
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks
7:00	Vandercook CIO	Toni Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op	Vandercook CIO
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service	Co-op Quincy Howe
7:30	General Mills Silver Eagle		Gabriel Heatter	Miles Labs. News of World (168)	Gen. Mills, Lone Ranger (153)
7:45		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time (245)	One Man's Family	
8:00	Jack Gregson	Amana People Are Funny (172) (alt. wks.)	Mickey Spillane Mystery *	Chevrolet Dinah Shore L/P 7/2 (196)	Jack Gregson
8:15				Songs with Sinatra	
8:30		Colgate-Palmolive Co. Halo, Palmolive Mr & Mrs North (206) R	(Co-op) High Adventure	Barrie Craig	
8:45					
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Spotlight Story	Liggett & Myers Dragnet (197)	Hollywood Airport
9:15			Co-op Newsreel		
9:30		Carter-Toni My Friend Irma (200)	Search That Never Ends	Swayze, News	Sterling Drug Mystery Theatre
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)		9:55-10 (404) Lorne Greene	Crime and Peter Chambers 9:35-10	
10:00	Co-op Headline Edition	C-P-P, L. Creme Louella Parsons (189) R	A F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan	Co-op Headline Edition
10:15	Turner Calling	10:15-20 Robert Trout	Manhattan Crossroads Co-op	Heart of the News	Turner Calling
10:30	Orchestra (See Footnote)	TBA	Co-op State of the Nation	Stars from Paris	Martha Lou Harp
10:45		Dance Orchestra			
11:00	Singing with the Stars	News	Co-op Ed Pettitt-News	No Network Service	Songs by Dini
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty	Sports Report S

	SUNDAY			
	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	Organ Series	Christian Ref. Church Back to God (268)	Faith in Action
9:45				Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Collector's Item
10:45				
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Sunday News Special	The Leading Question	College Choirs	
12:15 PM	Gloria Parker S			
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (108)	Your Invitation to Music	Mutual Music Box	Citizens at Work
1:15			World Traveler	

	MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC
9:00 AM	ReaLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Easy Does It	
9:30			Barbara Welles	
9:45	Philco, M-W-F Quaker Tues. & Thurs.	Bristol-Myers Campana Godfrey (192) R		
10:00	Sterling Drug My True Story (212)	Minn. Mining Kellogg, Adolph's Godfrey (199) R	Co-op Cecil Brown	P&G, Welcome Travelers (150)
10:15		Intl. Celluc. Frigidaire- Arthur Godfrey (198) R	Co-op Faith In Our Time	
10:30	G.Mills M-W-F S Tu & Th Whispering Streets (224)	Toni, Star-Kist Godfrey (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	General Foods Bob Hope L/P 7/9 (139)
10:45	When A Girl Marries (165) Carnation Co.			Miles Labs Break the Bank
11:00	Modern Romances (M sust.) Tues.-Fri.-Ex-Lax	National Biscuit Lever Godfrey (201) R	Story Time with Madeleine Carroll	C-P-P Strike It Rich (179)
11:15	Ever Since Eve	Pillsbury (206) R Toni		
11:30	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day M W F–Sust.	C-P-P The Phrase that Pays (183)
11:45	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
12:00 N	Valentine	General Foods Wendy Warren (159)	Miles Labs Break the Bank (478)	Pauline Frederick Reporting
12:15 PM	Okla. Wranglers 12:15-12:25 Jack Berch Prudential 12:25-12:30	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20 12:20-12:30 Tu. & Th. (428) Miller News, Miller Brewing Co.	No Network Service
12:30	General Mills The Bill Ring Show	Whitehall Helen Trent (186)	12:30-1 No Service	
12:45	Not in Service	Whitehall Our Gal Sunday (179)		
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)	Ray Heatherton	

	SATURDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		Galen Drake		Egbert & Ummly 8:30-9:30
9:30		9:30-45 Star Lighters		
9:45		Garden Gate	9:30-9:35 S. C. Johnson News	Mind Your Manners
10:00	(10-10:30) Table Products, Inc.	Galen Drake	Co-op Woody Woodpecker	Breakfast in Hollywood
10:15				
10:30	Ralston & Nestles Alternate wks. Space Patrol (284)		10:30-10:35 Johnson News 10:35-11	Pet Milk Mary Lee Taylor (144)
10:45		Nehi (160) Robt. Q. Lewis	Woody Woodpecker Co-op	
11:00	Platterbrains	Helene Curtis (160)	Helen Hall	News from NBC
11:15		Doeskin (160)	No Service	Sona Div. D'Con. Doorway to Beauty (115)
11:30	All-League Clubhouse S	Van Camp (160)	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Woman in Love
11:45		12-12:05 p.m. Shadel-News Dr. Scholl (188)		
12:00 N	101 Ranch Boys S	12:05-30 Romance S	Musical Caravan	U.S. Marine Band
12:15 PM				
12:30	American Farmer S	Carnation. Stars Over Hollywood (201)	TBA	U.S. Army Band
12:45				
1:00	Navy Hour S	Carter City Hospital (205)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15				

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

	THURSDAY				FRIDAY				SATURDAY				
NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Labor	Griffin Bancroft	Dance Orchestra	George Hicks News	6:00 PM
Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily	Management S	UN on the Record		H. V. Kaltenborn News Co-op	6:15
No Network Service	Budweiser Bill Stern	No Service		No Network Service	Budweiser Bill Stern	No Service		No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase	6:30
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Co-op Sports Afield with Bob Edge	Daniel Schorr	6:55 Johnson-News Repeat		6:45
Alex Drier Man on the Go Co-op	Vandercook CIO	Toni Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Toni Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	Show Time Review	Capitol Cloakroom	Co-op Sam Levine	Spotlight on Paris	7:00
No Network Service	Co-op Quincy Howe	Peter Lind Hayes Show	Co op Dinner Date	No Network Service	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service	The 3 Suns		Co-op Report from Washington		7:15
Miles Labs News of World (168)	General Mills Silver Eagle		Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)		Union Pharmaceutical Co. (471) Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	That's Rich	Keep Healthy	The Big Preview	7:30
One Man's Family		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Toni Co. One Man's Family (182)		Am. Oil-Ford Ed. R. Murrow (199)	Liggett & Myers Perry Como	One Man's Family			The Globe-Trotter		7:45
R. J. Reynolds Walk a Mile (196)	Jack Gregson	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	Jack Gregson	P & G Mr. Keen (199) R	Counterspy *	Chevrolet Dinah Shore (198)	8:00-8:05 ABC News	Gunsmoke S	Farm Quiz		8:00
								Songs with Sinatra	Dancing Party S	Sanka Salute (99) R 8:25-30 p.m.			8:15
TBA		Junior Miss	Co-op Crime Fighters	Six-Shooter S		Bristol-Myers Godfrey Digest	Co-op Take a Number	Amer. Dairy Bob Hope (198)		Gangbusters	Southern Ramblers		8:30
						Godfrey Eversharp (203)							8:45
DeSoto Plymouth Dealers, You Bet Your Life (191)	Paul Whiteman Varieties	GE Meet Mr. McNutley (206)	Spotlight Story	Pet Milk Truth or Consequences (166)	Hotpoint & Lambert Ozzie & Harriet	Arthur Godfrey Digest	Spotlight Story	RCA Harris Faye (198)		P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree		9:00
			Co-op News Reel				9:15-25 Newsreel 9:25-30 Miller News, MillerBrewingCo.						9:15
Amer. Cig. & Cig. Big Story (192)		Escape	Author Meets the Critics	Swayze News	The World We Live In	Night Watch	Have A Heart	Swayze News		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
				Eddie Cantor 9:35-10				Can You Top This? 9:35-10:00					9:45
Fibber McGee & Molly *3-Plan	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan	10:00 Fights Gillette	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan	Voice of America	10-10:05 Daniel Schorr	Chicago Theatre of the Air S	Dude Ranch Jamboree	10:00
Heart of the News	Turner Calling	TBA	Manhattan Crossroads Co-op	Heart of the News		TBA	Manhattan Crossroads Co-op	Heart of the News					10:15
Keys to the Capital	Front & Center		Co-op Deems Taylor Concert	Jane Pickens Show Co-op			Co-op Deems Taylor Concert	Listen to Washington	Music			Pee Wee King Show Co-op	10:30
		Dance Orchestra				Dance Orchestra			ABC Late News 10:55-11	Dance Orchestra			10:45
No Network Service	Indoors Unlimited	News	Co-op Ed Pettitt-News	No Network Service	Frank & Jackson	News	Co-op E. D. Pettitt News	No Network Service	Martha Lou Harp	News	Co-op Ed Pettitt	News from NBC	11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Orchestra	Dance Orchestra	Dance Orchestra	No Network Service	11:15 PM

D E

NDAY		MONDAY - FRIDAY				SATURDAY			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (163)	Ray Heatherton	No Network Service 1:30-3:00	Vincent Lopez Show S	Let's Pretend	Co-op Ruby Mercer Show	All Star Parade of Bands
			P&G Duz Guiding Light (161)						
Bandstand USA	The Catholic Hour	No Network Service	GF Swan-Cal. Mrs. Burton (146)	Fred Robbins Wonderful City		Festival	Syncopation Piece		Road Show 2 to 6 p. m. (2 1/2 min. local spot announcements each half-hour)
			P&G Tide Perry Mason (173)	2:25 Johnson & Son, News				2:25 Johnson News	
Sammy Kaye	Youth Wants To Know	The Martin Block Show 2:35-4	Toni & Bristol Myers Nora Drake (197)	Luncheon with Lopez			Make Way For Youth	Sports Parade	
			P&G Ivory Fl. Brighter Day (177)						
U. S. Marine Band	The Golden Hour with David Ross		Miles Labs. Hilltop House (147) R	Ruby Mercer Co-op	P&G Life-Beautiful (170)		Report From Overseas	Bandstand U.S.A.	
			Lever, Kellogg Houseparty * (182) R		P&G Road of Life (163)		Adv. in Science		
Music From Britain			Pillsbury House Party (194) R*		P&G Pepper Young (166)		Farm News	Sloan Simpson Show	
			Mike & Buff		P&G Right to Happiness (163)		World Assignment		
	Weekend (Radio "Sunday Newspaper") Participating See Note	Reed Browning Show 4-4:25	No Service	No Network Service	P&G Backstage Wife (175)	Feature Horse Races	Operation Music	Salute to the Nation	
				Mutual Music Show	Sterling Stella Dallas M-W-F				
Flight in the Blue		Treasury Bandstand		Charlie and John	Sterling M-W-F Toni (Tu-Th) Widder Brown (182)	Pan American Union	Treasury Band Stands	Mac McGuire Show	
			4:55-5 News		Manhtn. Soap Woman in My House (188)				
The Shadow Harrison Prods. Inc. R. J. Reynolds (550) (Both Participating)		Co-op Austin Kiplinger	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Bobby Benson S	Just Plain Bill	Tea & Crumpets	Washington U.S.A 5-5:30	5:00 Teen-agers Unlimited	
		Art and Dotty Todd			Pharmace† Front Page Farrell (138)				
True Detective Mysteries		Lum & Abner Co-op		5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Lorenzo Jones (191)	Pop Concert	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins. 5:55 Johnson News	
5:50-6:00 State Farm Mut C. Brown		Musical Express	Miles Labs Curt Massey Time (149) R		It Pays To Be Married *3-Plan				

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Arthur Godfrey Clients 10-11:30 a.m.
Godfrey 10-10:15 a.m. Bristol Myers, M-W alt. F Campana T-Th alt. F.
10-10:15 a.m., Minn. Mining, M-W alt. F; Kellogg Tu-Th; Adolph's Ltd. alt. F.
10:15-30 a.m., Knomark M-F alt. days.
10:30-45 a.m., Int. Cellucotton M-W alt. F. Gen. Motors, Frigidaire, Tu-Th alt. F.
10:45-11 a.m., Star Kist, M-W alt. F. Toni, Tu-Th., Kellogg, alt. F.
11-11:15 a.m., Lever Bros., M-W alt. F. National Biscuit, Tu-Th alt. F.
11:15-39 a.m., Pillsbury Mills, M-Th alt. F. Toni alt. F.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Multi Message Plan Participants—
Pan American Coffee Bureau (Tues. & Thurs.) Jacques Kreisler, Tu.-W.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers & RCA. Fibber McGee & Molly; Second Chance; It Pays to be Married.

May 31, 1954

Chicago Educ. WTTW (TV) May Lack Funds For Start

CHICAGO Educational Television Association may have to postpone the operational start of WTTW (TV) until the fall of 1955 for lack of funds, CETA President Edward L. Ryerson said a fortnight ago.

Mr. Ryerson, discussed the ch. 11 station's status in a talk before the Adult Education Council of Greater Chicago. WTTW still must obtain over $200,000, a staff including a general manager, and studio facilities, he said.

"It would be a mistake to launch the station without enough funds to underwrite its operation for two years," Mr. Ryerson admitted. "I am hopeful this will be possible in 1955," and held out some hope WTTW could go on the air by next spring.

Mr. Ryerson said one or two executives had rejected the manager's post but that he had another dozen under consideration.

Summer Workshop Set For Radio, Film Scripts

A WORKSHOP in planning and writing marketable radio and film scripts will be held by the New School for Social Research in New York from June 21-Aug. 4. The workshop will be directed by Flora Rheta Schreiber, writer and teacher.

Guest lecturers will include George Kondolf of BBDO, producer of *Theatre Guild on Tv* and of the current Broadway show, *The Fifth Season;* William Traum, director of the radio and tv division of Town Hall; Jack Glenn, president of Jack Glenn Inc., formerly producer of "March of Time"; Jack Le Vien, assistant general manager of Warner Pathe News; Mrs. Robert Flaherty, documentary film maker; Martin Magner, director of *The Goldbergs*; Ed Roberts, BBDO and director of *Armstrong Circle Theatre*.

NAEB Names Bidlack

CECIL C. BIDLACK, member of the radio and television engineering staffs of NBC since 1938, has been named by the National Assn. of Educational Broadcasters as its first television engineer, effective July 1. In his new post, which was made possible by a grant to NAEB from the Ford Foundation's Fund for Adult Education, Mr. Bidlack will perform engineering services for proposed educational tv stations throughout the country.

Radio-Tv Students

FIVE high school students in the New York area, who received their high school education through integration of home instruction and radio and television methods, received achievement awards in a ceremony last fortnight at the studios of WPIX (TV) New York. The students were able to complete their education through home visits by accredited teachers, listening to regular radio courses conducted by WNYE (FM), New York Board of Education station, and viewing *The Living Blackboard* program over WPIX. The program has been presented since 1951 to assist in the education of handicapped children. WPIX telecast the awards ceremony.

Station Authorizations, Applications

(As Compiled by B • T)

May 20 through May 26

Includes data on new stations, changes in existing stations, ownership changes, heari cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local su set. mod.—modification. trans.—transmitt unl.—unlimited hours. kc—kilocycles. SSA special service authorization. STA—special te porary authorization. (FCC file and heari docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of April 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,540	528	101
CPs on air	23	24	†286
CPs not on air	112	16	190
Total on air	2,562	552	387
Total authorized	2,675	568	577
Applications in hearing	129	4	183
New station requests	158	4	52
Facilities change requests	139	13	28
Total applications pending	762	110	238
Licenses deleted in March	2	2	0
CPs deleted in March	2	1	8

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through May 26

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,578	2,549	152	162	129
Fm	557	530	40	5	4

Television Station Grants and Applicatio

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Tot
Commercial	238	307	545
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Tot
Commercial on air	255	122	37
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Tot
Commercial	918	337	711	525	1,23
Educational	54		27	26	5
Total	972	337	738	551	1,29

[1] Eighty CP's (13 vhf, 67 uhf) have been returne

[2] One applicant did not specify channel.

[3] Includes 29 already granted.

[4] Includes 574 already granted.

* * *

KNBC, KPIX (TV) Join In Radio-Tv Institute

KNBC and KPIX (TV) San Francisco are joining to conduct the 12th annual summer Radio-Television Institute at Stanford U. from June 21 to Aug. 17.

Staff members from both stations will be among instructors for the eight-week course. Classes will be conducted in the KNBC and KPIX studios Mondays, Wednesdays and Fridays and on the Stanford campus Tuesdays and Thursdays.

Four to Get 'Shakespeare'

FIRST semester kinescopes of Dr. Frank C. Baxter's *Shakespeare on Tv* program started on three additional stations, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and KUHT (TV) Houston, and will start on a fourth, WQED (TV) Pittsburgh, June 13. Kinescopes are furnished by KNXT (TV) Hollywood, which is offering a course for college credit in cooperation with the U. of Southern California. The program is not being offered for college credit by the new stations. Educational Tv and Radio Center of Ford Foundation, Ann Arbor, Mich., is handling distribution.

NAEB Seminar June 7-11

FIVE-DAY seminar will be held by the National Assn. of Educational Broadcasters in St. Louis from June 7-11 for writers and producers of in-school programs. The host station will be KSLH, St. Louis Board of Education station. Marguerite Fleming, director of KSLH, is in charge of arrangements.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Tulsa, Okla.—Okla. Educational Tv Authorit noncommercial educational vhf ch. 11 (198-2 mc); ERP 76.2 kw visual, 45.7 kw aural; antenn height above average terrain 1,270 ft., abov ground 1,133 ft. Estimated construction co $233,826, first year operating cost $31,160. Po Office address % John W. Dunn, State Capito Okla. City, Okla. Studio and transmitter locatio 6.4 miles WNW of center of Tulsa and 1.9 mile N of Osage-Tulsa County line. Geographic c ordinates 36°11'26" N. Lat., 96°05'50" W. Lon Transmitter and antenna RCA. Legal couns Cohn & Marks, Washington. Consulting enginee George C. Davis, Washington. Principals includ Chairman **Charles Franklin Spencer**, preside East Central State College, Ada, Okla.; Vic Chairman **Rex E. Pettijohn**, and Secretary Treasurer **J. B. Harper**, attorney. Applicant pro poses to lease transmitter site from vhf ch. KOTV (TV) Tulsa. Filed May 25.

APPLICATIONS DISMISSED

Lock Haven, Pa.—Lock Haven Tv Corp. FC dismissed bid for new tv station on uhf ch. 32 a request of attorney. Dismissed May 21.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg Co. FCC dismissed application for modificatio of CP for uhf ch. 25 to specify vhf ch. 12. Dis missed May 19.

Existing Tv Stations . . .

ACTIONS BY FCC

KOOL-TV Phoenix, Ariz.—Maricopa Bcstr Inc. granted modification of CP for vhf ch. to change from share time with KOY-TV to un limited time. Granted May 21; announced Ma 25.

KFXJ-TV Grand Junction, Colo. — Wester Slope Bcstg. Co. granted STA to operate com mercially on vhf ch. 5 for the period endin Nov. 22. Granted May 20; announced May 25.

WGBH-TV Boston, Mass.—WGBH Education Foundation granted modification of CP for non commercial educational vhf ch. 2 to change studi location to 84 Massachusetts Ave., Cambridg Mass. Granted May 18.

WGR-TV Buffalo, N. Y.—WGR Corp. granted modification of CP for vhf ch. 2 to change ERP to 66.1 kw aural; transmitter location to Lafayette Hotel, Washington & Clinton Sts., Buffalo. Granted May 17; announced May 25.

KPTV (TV) Portland, Ore.—Empire Coil Co. granted modification of CP for uhf ch. 17 to change ERP to 204 kw visual, 110 kw aural; change description of transmitter location to 3405 SW Council Crest Drive, Portland; antenna height above average terrain 1,310 ft. Granted May 19; announced May 25.

WBTM-TV Danville, Va.—Piedmont Bcstg. Corp. granted modification of CP for uhf ch. 24 to change ERP to 22.4 kw visual, 12 kw aural; antenna height above average terrain 650 ft. Granted May 20; announced May 25.

STATIONS DELETED

WDHN (TV) New Brunswick, N. J.—Home News Pub. Co. FCC deleted tv station on uhf ch. 47 at request of applicant. Deleted May 21.

KMER (TV) Merced, Calif.—Merced Tv Corp. FCC deleted tv station on uhf ch. 34 for lack of prosecution. Deleted May 20.

WTLK (TV) Paducah, Ky.—Paducah Tv Corp. FCC deleted tv station on uhf ch. 43 for lack of prosecution. Deleted May 19.

WTTM-TV Trenton, N. J.—Peoples Bcstg. Corp. FCC deleted tv station on uhf ch. 41 for lack of prosecution. Deleted May 20.

KMSL (TV) Marshall, Tex.—Marshall Tv Corp. FCC deleted tv station on uhf ch. 16 for lack of prosecution. Deleted May 19.

WBEY (TV) Beckley, W. Va.—Appalachian Tv Corp. FCC deleted tv station on uhf ch. 21 for lack of prosecution. Deleted May 20.

APPLICATIONS

KEDD (TV) Wichita, Kan.—KEDD Inc. seeks modification of CP for uhf ch. 16 to change ERP to 244 kw visual, 129 kw aural; antenna height above average terrain 667 ft. Filed May 19.

KTVX (TV) Muskogee, Okla.—Tulsa Bcstg. Co. seeks modification of CP for vhf ch. 8 to change studio location to 805-807 East Side Blvd., Muskogee. Filed May 20.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. seeks modification of CP for uhf ch. 25 to specify vhf ch. 12 (204-210 mc); ERP 316 kw visual, 215 kw aural; antenna height above average terrain 592 ft. Filed May 19.

CALL LETTERS ASSIGNED

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc., vhf. ch. 2.

WNYC-TV New York, N. Y.—City of N. Y., Municipal Bcstg. System, uhf ch. 31.

KVSO-TV Ardmore, Okla.—John F. Easley, vhf ch. 12.

KCOR-TV San Antonio, Tex.—KCOR Inc., uhf ch. 41.

KCTS (TV) Seattle, Wash.—U. of Wash., non-commercial educational vhf ch. 9. Changed from KUOW-TV.

New Am Stations . . .

ACTIONS BY FCC

Gainesville, Fla.—Thomas R. Hansen, Charles W. Dowdy, John A. Dowdy & Winnie S. Vaughn d/b as **Decatur Bcstg. Co. (WMGR Bainbridge, Ga.)** granted 980 kc, 5 kw daytime. Post office address Box 375, Bainbridge, Ga. Estimated construction cost $45,325, first year operating cost $40,000, revenue $50,000. Each partner owns 25% interest. Granted May 26.

Stuart, Fla.—Lester M. Combs & Reginald B. Martin d/b as The Blue Water Bcstg. Co., granted 1450 kc, 100 w unlimited. Post office address ℅ Lester M. Combs, 214 10th Ave., N., Jacksonville Beach, Fla. Estimated construction cost $10,130, first year operating cost $36,000, revenue $42,000. Principals include **Lester M. Combs** (67%), account executive WMBR-TV Jacksonville, and **Reginald B. Martin** (33%), account executive Houck & Co. Advertising Agency, Miami, and 50% owner Syndicated Radio Program Service, Coral Gables, Fla. Granted May 26.

Charleston, Ill—Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee d/b as Friendly City Bcstrs., granted 1270 kc, 1 kw daytime. Estimated construction cost $22,912.25, first year operating cost $36,000, revenue $58,000. Principals include **Jack G. Owens** (60%), employe of Nickel Plate R.R., and his wife **Betty Jane Owens** (20%). Mrs. Owens is trustee of 20% interest for her children. Post office address ℅ J. G. Owens, 1403 10th St., Charleston. Granted May 26.

London, Ky.—States Bcstg. System Inc. granted 1400 kc, 250 w unlimited. Post office address ℅ Charles F. Trivette, Hotel London, London, Ky. Estimated construction cost $15,511, first year operating cost $72,000, revenue $84,000. Principals include President **Charles F. Trivette** (44%), for-

Advertisement

From where I sit
by Joe Marsh

"Browser's" License

"Specs" Johnson, who thinks it's a real treat to spend an hour or so browsing in a bookshop found his idea of heaven up in Centerville last week.

"*Just inside the door,*" Specs says, "*there's a tray of bright blue buttons. If you want to look around without having someone tag along, suggesting you buy the latest best-selling novel, a mystery thriller or maybe a history of Africa, you pin one of these blue buttons on your coat lapel.*

"You can poke around as long as you like. Then when you've found just the book you want, take off the button, and someone's right there to take care of you."

From where I sit, everybody likes to make his own choice. It doesn't matter whether it's books, preferences in clothing, where to live, or makes of cars. And it's certainly no surprise that folks have personal preferences in beverages, too. So if your neighbor orders a temperate glass of beer while you're having coffee, remember he's entitled to his choice, too.

Joe Marsh

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mer Ky. State Senator, applicant for new am station at Mt. Sterling, Ky., and president-37½% stockholder Ky. Bcstg. Co., permittee of new am station at Grundy, Va.; Vice President **Elom Mills** (4%), auto dealer, and Secretary-Treasurer **Herman G. Dotson** (4%), Master Commissioner of Pike Circuit Court, Pikesville, Ky. Granted May 26.

Tyron, N. C.—Mildred Allen & Dorothy Friend d/b as Thermal Bcstg. Co., granted 1580 kc, 250 w daytime. Estimated construction cost $10,034, first year operating cost $22,860, revenue $37,960. Principals include **Mildred Allen** (50%), assistant professor of speech at U. of Tulsa and **Dorothy Friend** (50%), announcer KOTV (TV) Tulsa, Okla. Post office address ℅ Mildred Allen, 2202 E. 7 St., Tulsa, Okla. Granted May 26.

APPLICATIONS

Malden, Mo.—Charles W. Craft 1470 kc, 1 kw daytime. Post office address ℅ Craft Motor Co., Jonesboro, Ark. Estimated construction cost $19,685, first year operating cost $29,500, revenue $38,000. Mr. Craft is associated with an auto agency and farm machinery company. Filed May 19.

Ogallala, Neb.—Ogallala Bcstg. Co. 930 kc, 500 w daytime. Post office address ℅ Newell Eastman, 716 West C St., Ogallala. Estimated construction cost $16,299, first year operating cost $32,275, revenue $36,000. President **Newell Eastman** (10%), employe for manufacturer of electronics equipment; Vice President **Matt Beckius** (4.6%), employe for manufacturer of electronics equipment; Secretary-Treasurer **Marvin A. Romig** (3.4%), attorney, and **E. Charles Robacker** (2%), general contractor. Filed May 24.

Henryetta, Okla.—J. Leland Courley, Charles E. Engleman & Lloyd W. Simpson d/b as Henryetta Radio Co. 1360 kc, 500 w daytime. Post office address ℅ J. Leland Courley, P. O. Box 930, Henryetta. Estimated construction cost $20,056, first year operating cost $35,000, revenue $40,000. Principals include General Manager **J. Leland Courley** (48%), president-publisher-60% stockholder *Henryetta Daily Free-Lance*, and president-33% stockholder *Hugo* (Okla.) *Daily News*; **Lloyd W. Simpson** (40%), banker and real estate, and **Charles E. Engleman** (12%), president-publisher-majority stockholder *Clinton* (Okla.) *Daily News*, secretary-majority stockholder *Edinburg* (Tex.) *Review*, and secretary *Henryetta Daily Free-Lance* and *Hugo Daily News*. Filed May 19.

Portland, Ore.—Albert L. Capstaff 1290 kc, 1 kw daytime. Post office address 612 Commercial St., Astoria, Ore. Estimated construction cost $9,350, first year operating cost $48,000, revenue $62,500. Mr. Capstaff is president-general manager-25% stockholder KVAS Astoria, Ore. Filed May 12.

Colonial Heights, Va.—Harry A. Epperson Jr. 1290 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $16,242, first year operating cost $37,436, revenue $58,613. Mr. Epperson is engineer at WPAQ Mt. Airy, N. C. Filed May 13.

Existing Am Stations . . .

ACTIONS BY FCC

WSUI Iowa City, Iowa—State U. of Iowa granted permission to reduce hours of operation from unlimited to minimum of 6¼ hours daily from Aug. 7 through Sept. 25 in order to observe vacation period. Granted May 19; announced May 25.

WCHO Washington Court House, Ohio—Court House Bcstg. Co. granted permission to sign off at 6 p.m. on Saturdays. Granted May 17; announced May 25.

WTRW Two Rivers, Wis.—Two Rivers Bcstg. Co. granted permission to sign-off at 6 p.m. from April 1 to Sept. 1. Granted May 19; announced May 25.

APPLICATIONS

WPLA Plant City, Fla.—W. A. Smith seeks CP to change from 1570 kc daytime to 1230 kc unlimited. Filed May 20.

WPGC Morningside, Md.—Harry Hayman seeks CP to change from 1580 kc 250 w daytime to 1570 kc 1 kw daytime. Filed May 20.

WIVI Christiansted, V. I.—Radio American West Indies Inc. seeks CP to change from 1230 kc 250 w to 1220 kc 1 kw. Filed May 18.

KNEW Spokane, Wash.—Inland Empire Bcstg. Co. seeks CP to change from directional day and night to directional night only on 790 kc. Filed May 18.

New Fm Station . . .

ACTION BY FCC

Detroit, Mich.—Michigan Music Co. granted CP for new Class B fm station on ch. 278 (103.5 mc); ERP 20 kw; antenna height above average terrain 200 ft. Granted May 26.

Existing Fm Stations . . .

ACTIONS BY FCC

WITH-FM Baltimore, Md.—Maryland Bcstg. Co. granted CP to change antenna height above average terrain to 470 ft. Granted May 21; announced May 25.

WNYC-FM New York, N. Y.—City of N. Y. Municipal Bcstg. System granted CP to change ERP to 18 kw, antenna height above average terrain to 540 ft. Granted May 21; announced May 25.

Ownership Changes . . .

ACTIONS BY FCC

WGWD Gadsden, Ala.—Etowah Bcstrs. Inc. granted voluntary transfer of control to Joe L. Moore & Co. through sale of all stock for $57,500. Principals include President **Joe L. Moore** (71.6%), Vice President **Jack Fox** (2%), and Secretary-Treasurer **Arthur C. Howard Jr.** (25.2%). All are associated in real estate and insurance. Granted May 26.

KSFO San Francisco, Calif.—The Associated Bcstrs. Inc. granted voluntary assignment of license to San Francisco Bcstrs. Inc. No consideration involved as Mr. Wesley I. Dumm is sole owner. Associated has sold 71% of KPIX (TV) San Francisco to Westinghouse Electric Corp. Granted May 18; announced May 25.

KAFP Petaluma, Calif.—S. W. Warner & E. N. Warner d/b as Warner Brothers granted voluntary assignment of license to Redwood Empire Bcstg. Co. for $30,000. Principals include **Arthur T. Shields** (40¼%), secretary-general manager WLDY Ladysmith, Wis.; **Corrine A. Shields** (10%); **Jeffry E. Evans** (24¾%), engineer WLDY; **Stephen H. Evans** (12.5%), announcer-engineer WLDY, and **Gerald K. Hauser** (12.5%), salesman WLDY. Granted May 26.

WHWD Hollywood, Fla.—Circle Bcstg. Corp. granted voluntary assignment of license to Arnold Bcstg. Co. for $18,000 and assumption of liabilities for $6,500. Principals include President-Treasurer **Earle Silver** (25%), manager WHWD, and advertising agency; Vice President **Louis Baron** (10%), auto dealer, store and merchandising manager; Secretary **Joe Cohen** (5%), warehouse and store manager; **Sophie N. Silk** (45%); **Joan Baron** (10%), and **Ruth Cohen** (5%). Granted May 26.

WABR Winter Park, Fla. — Orange County Bcstrs. Inc. granted voluntary transfer of control to Ray Herbert Gunckel Jr. through sale of all stock for $2,800. Mr. Gunckel is applicant for new am station on 1280 kc at Jacksonville and is engaged in sales of phonographs, records and accessories. Granted May 26.

WHXY Bogalusa, La.—Charles W. Holt & Dave A. Matison Jr. d/b as Bogalusa Bcstg. Co. granted voluntary assignment of license to Bogalusa Bcstg. Corp. for $10,000. Principals retaining identical interests are: President **D. A. Matison Jr.** (50%), Vice President **Charles W. Holt** (49%), and Secretary **Connie I. Holt** (1%). Granted May 20; announced May 25.

WCOP-AM-FM Boston, Mass.—Thomas B. Baker Jr., A. G. Beaman & Roy V. Whisnand granted voluntary assignment of license to *Boston Post* for $210,000. President and publisher John Fox is sole owner and applicant for new tv station on vhf ch. 5 at Boston. Granted May 26.

WMAJ State College, Pa.—Centre Bcstg. Inc. granted involuntary transfer of control to County National Bank at Clearfield, and W. K. Ulerich, executors and trustees of the estate of Richard J. Kennard (38%), deceased. Mr. Ulerich individually owns 38%. Granted May 21.

WCRE Cheraw, S. C.—Chesterfield Bcstrs. Inc. granted voluntary acquisition of control by R. D. Baxley through purchase of 20 shares of stock from Hugh T. Morris. Mr. Baxley will now be president and 60% stockholder. Remaining 40% interest is held by Robert C. Misenheimer, secretary-treasurer. Granted May 21.

WHAW Weston, W. Va.—Lewis Service Corp. granted voluntary assignment of license to Central W. Va. Service Corp. for $25,000. Principals include President-Treasurer **Richard H. Ralston** (49.6%), owner of *Buchannon Record*, (Buchannon, W. Va.), newspaper and commercial printing, and Vice President-Secretary **Francis E. Andrews** (49.6%), retail jewelry. Granted May 26.

APPLICATIONS

KGB San Diego, Calif.—General Teleradio Inc. seeks voluntary assignment of license to Marion R. Harris for basic rental of $27,500 per year with option to purchase. Mr. Harris is general manager KGB. Filed May 21.

WIBM Jackson, Mich.—WIBM Inc. seeks voluntary assignment of license to Booth Radio & Tv Stations Inc. for $115,865. President-Treasurer John L. Booth and family are sole owners. Booth Radio & Tv is permittee of WSBM-TV Saginaw, and owner of WBBC Flint, WJLB Detroit, WSGW Saginaw, all in Michigan. Filed May 19.

KSID Sidney, Neb.—Lewis W. Grove & William C. Grove d/b as Sidney Bcstg. Co. seeks voluntary assignment of license to William C. Grove Inc. No consideration involved as partners retain identical interests. Filed May 18.

WNCA Siler City, N. C.—W. M. Wrenn, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. seek voluntary assignment of license to corporation Chatham Bcstg. Co. No consideration involved as partners retain identical interests. Filed May 18.

WTMA-AM-FM Charleston, S. C.—Evening Post Pub. Co. seeks voluntary assignment of license to Atlantic Coast Bcstg. Corp. for $85,000 plus accounts receivable. Principals include President-Treasurer **Charles E. Smith** (40%), president-stockholder WTBO Cumberland, Md.; Vice President **George H. Clinton** (40%), president-stockholder WPAR-AM-FM Parkersburg and WBLK (TV) Clarksburg, both in W. Va. and vice president-stockholder WTBO; Secretary **David W. Jeffries** (10%), chief engineer WTBO, and **Dorothy A. Marks** (10%), WTBO stockholder. Filed May 19.

WDXL Lexington, Tenn.—Lexington Bcstg. Co. seeks voluntary transfer of control from Harold L. Simpson to Aaron B. Robinson through purchase of 60% interest for $15,000. Mr. Robinson is owner WDXN Clarksville, president-majority stockholder WDXI Jackson, WENK Union City, majority stockholder WDXE Lawrenceburg, WTPR Paris, all in Tenn., and vice president-stockholder WCMA Corinth, Miss. Filed May 19.

WLAC-TV Old Hickory, Tenn.—Life & Casualty Ins. Co. of Tenn. seeks assignment of CP for vhf ch. 5 to wholly owned subsidiary WLAC-TV Inc. Filed May 19.

WHBQ-AM-TV Memphis, Tenn.—Harding College seeks voluntary assignment of license to General Teleradio Inc. for $600,000 basic rent and $20,000 for first 136 months and $3,614 for next 44 months. This is contingent on grant of assignment of KGB San Diego. General Teleradio owns WNAC-AM-FM-TV Boston, Mass.; WEAN Providence, R. I.; WOR-AM-FM-TV New York; KHJ-AM-FM-TV Hollywood, Calif.; KFRC San Francisco, and 55% stockholder WGTH-AM-TV Hartford, Conn. Filed May. 21.

Hearing Cases . . .

INITIAL DECISIONS

Phoenix, Ariz.—Vhf ch. 3. FCC Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of Arizona Tv Co. for construction permit for new tv station on ch. 3 in Phoenix, Ariz.; engineering condition. A competing application of KTAR was dismissed with prejudice on May 18. Action May 26.

Minneapolis, Minn.—New tv, vhf ch. 9. FCC Hearing Examiner Harold L. Schilz issued initial decision looking toward grant of the application of Family Broadcasting Corp. (KEYD) for construction permit for new tv station on ch. 9 in Minneapolis, Minn.; engineering condition. Competing applications of Independent Broadcasting Co. and Twin Cities Broadcasting Corp. were dismissed without prejudice on April 27. Action May 20.

Petersburg, Va.—Vhf. ch. 8. FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of the application of Southside Virginia Telecasting Corp. for construction permit for new tv station on ch. 8 in Petersburg, Va.; engineering condition, and denial of the competing application of Petersburg Tv Corp. Action May 26.

Milwaukee, Wis.—New Tv, vhf ch. 12. FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Milwaukee Area Telecasting Corp. for CP for new tv station on ch. 12 in Milwaukee, Wis.; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any application which may be filed to effectuate an agreement dated May 14 with Wisconsin Bcstg. System Inc., Milwaukee Bcstg. Co., and Kolero Telecasting Corp. The competing applications of Wisconsin Bcstg. System, Inc., Milwaukee Bcstg. Co. and Kolero Telecasting Corp. were dismissed without prejudice on May 18. Action May 21.

OTHER ACTIONS

Memphis, Tenn.—Vhf ch. 3 proceeding. By Order, the Commission denied petition filed March 2, by WREC Memphis, Tenn., requesting review of an examiner's ruling on motion to require WMPS, competing applicant for new tv station in Memphis on ch. 3, to produce evidentiary matters in this proceeding. Action May 21.

Daytime Skwave Proceeding—FCC by Order denied petition filed by Dow, Lohnes and Albertson on May 17, to continue the oral argument scheduled for June 7, in the Daytime Skywave proceeding and petition of A. Earl Cullum, Jr. filed May 18, to change procedure in this proceeding. Action May 20.

Daytime Skywave Proceeding—FCC granted in part request of the Federal Communications Bar Association of May 21, and extended the date for filing appearances in re the Daytime Skywave proceeding, to June 1, the date for filing briefs to June 8, and the date for oral argument to June 15. Action May 25.

Henderson, Nev.—Vhf ch. 2 proceeding. FCC Comr. E. M. Webster granted petition of KRAM to dismiss without prejudice its bid for new tv station on vhf ch. 2 and retained in hearing application of KFSA. Action May 25.

Klamath Falls, Ore.—Vhf ch. 2 proceeding. By Order, the Commission denied joint petition filed on May 7, by KFJI and Klamath Falls Tv Inc., requesting removal of the hearing on their applications for new tv station in Klamath Falls, Ore., on ch. 2, from Washington, D. C., to Klamath Falls. Action May 21.

Milwaukee, Wis.—Vhf ch. 12 proceeding. FCC Comr. John C. Doerfer granted petitions of WFOX, WEMP and Kolero Telecasting Corp. to dismiss without prejudice their applications for ch. 12; retained in hearing application of Milwaukee Area Telecasting Corp. Action May 18.

Hearing Calendar . . .

June 1

St. Louis, Mo.—Vhf ch. 11, further hearing before Examiner Thomas H. Donahue — WEW, KMOX, KSTM-TV, St. Louis Amusement Co., 220 Tv Inc.

New Orleans, La.—Vhf ch. 4, further hearing before Examiner Elizabeth C. Smith — WWL, WTPS, WNOE.

Miami, Fla.—Vhf ch. 7, further hearing before Examiner James D. Cunningham—Biscayne Tv Corp., East Coast Tv Corp., South Fla. Tv Corp., Sunbeam Tv Corp.

Raleigh, N. C.—Vhf ch. 5, further hearing before Examiner Millard F. French—WPTF, WRAL.

June 2

Pittsburgh, Pa.—Vhf ch. 11, further hearing before Examiner Charles H. Frederick—KDKA, WWSW, WJAS.

Erie, Pa.—1400 kc, further hearing before Examiner H. Gifford Irion—WJET.

June 4

Henderson, Nev.—Vhf ch. 2, before Examiner Claire W. Hardy—KFSA, KRAM.

Rule-Making Petitions . . .

5-13-54—Lexington, Ky., American Bcstg. Corp. —Motion to dismiss opposition of WHAS Inc., to petition of American Bcstg. Corp. to amend Section 3.606, Table of Assignments and Section 3.610, Separation and Boundary Line Between Zones I and II filed for American Bcstg. Corp. (Sec. 3.606, 3.610 (a) (1) & Fig. 1, Appendix 1).

5-14-54—Gulf of Mexico Area and Southern Calif. Area, Hastings Instrument Co., Inc., Raydist Navigation Corp.—Joint petition requesting the Commission to amend Subpart M of Part 11, Rules Governing the Industrial Radio Location Service.

5-18-54—Lexington, Ky., American Bcstg. Corp. —Opposition to petition for amendment of Sec. 3.606, 3.610 (a) (1) and Fig. 1, Appendix 1, of Commission's Rules and Regulations governing tv broadcast stations filed by Crosley Bcstg. Corp. (Sec. 3.606, 3.610 (a) (1) & Fig. 1, Appendix 1).

5-20-54—Lexington, Ky., American Bcstg. Corp. —Motion to dismiss opposition of Crosley Bcstg. Corp. to petition for amendment of Sec. 3.606, 3.610 (a) (1) and Fig. 1, Appendix 1 of Commission's Rules and Regulations governing tv broadcast stations filed by American Bcstg. Corp. (Sec. 3.606, 3.610 (a) (1) & Fig. 1, Appendix 1).

5-20-54—Detroit, Mich., Woodward Bcstg. Co.— Petition for amendment of Section 3.606 of the Commission's Rules and Regulations (Sec. 3.606).

Routine Roundup . . .

May 20 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Granted request of Zenith Radio Corp., Chicago, for withdrawal of its petition filed April 23 for continuance of hearing re applications for ch. 2 (Dockets 8917 et al), and said petition for continuance was dismissed. Also granted request of Zenith for withdrawal of its petition for review of Examiner's ruling denying petition for continuance filed April 19, in this proceeding, and said petition for review was dismissed.

Petersburg, Va., Petersburg Tv Corp., Southside Va. Telecasting Corp.—Granted request of Southside for dismissal of its petition to enlarge the issues filed Nov. 18 in proceeding re applications for ch. 8 (Dockets 10737-38).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc. —On request of applicants filed May 7 and May 12, granted suggested corrections to the record in proceeding re ch. 40 (Dockets 10681-82).

By Hearing Examiner Millard F. French

Phoenix, Ariz., Arizona Tv Co.—Ordered that the further hearing in re ch. 3 which was continued indefinitely on April 30, be resumed on May 21 (Docket 10878).

By Hearing Examiner Harold L. Schilz

Gave notice of corrections to the transcript of record in re applications of Radio Associates Inc. and WLOX for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

BROADCAST ACTIONS

License Renewal

WBBF Rochester, N. Y., WBBF Inc.—Granted renewal of license for the regular period; and by order denied petitions filed by WSAY Rochester, N. Y., on Sept. 24 requesting reconsideration of Commission's action of Aug. 26 granting application of S. W. Townsend, et al. to transfer control of WBBF (formerly WARC), and motion to strike reply filed on Nov. 6 by WSAY, and affirmed its Aug. 26 action (BTC-1518).

WSYR-AM-FM Syracuse, N. Y., Central New York Bcstg. Corp.—Granted renewal of licenses without prejudice to further inquiry into licensee's qualifications upon resolution of the pending anti-trust suit.

May 20 Applications

ACCEPTED FOR FILING

License for CP

WMOK Metropolis, Ill., James H. Firmin, Walter H. Firmin, Noah J. Korte, William R. Tiner, Don M. Park, Eddie Clark, J. B. Humma, S. F. Chase, Robert V. Gillespie, Bernard Lurie and Elva M. Firmin d/b as Fort Massac Bcstg. Co.— License to cover CP (BP-9082) which authorized increase in power and change in main studio location (BL-5309).

WKBV Richmond, Ind., Central Bcstg. Corp.— License to cover CP (BP-8618), as modified, which authorized change in transmitter and studio locations and installation of new antenna system (BL-5312).

KCSR Chadron, Neb., Community Service Radio Corp.—License to cover CP (BP-8996), as modified, which authorized new standard broadcast station (BL-5308).

WLNH Laconia, N. H., Northern Bcstg. Corp.— License to cover CP (BP-8979), as modified, which authorized change in frequency, increase power, change hours of operation and installation of new transmitter (BL-5307).

WEMR Emporium, Pa., Kenneth E. Rennekamp, tr/as Elk-Cameron Bcstg. Co.—License to cover CP (BP-8265), as modified, which authorized new standard broadcast station (BL-5311).

WMCH Church Hill, Tenn., Twin Cities Bcstg. Co. d/b as Harry J. Morgan and Thales E. Wallace —License to cover CP (BP-8934), as modified, which authorized new standard broadcast station (BL-5306).

Renewal of License

WCDL Carbondale, Pa., Carbondale Bcstg. Co. —(BR-2411).

WCAU Philadelphia, Pa., WCAU Inc.—(BR-365).

WARM Scranton, Pa., Union Bcstg. Co.—(BR-1160).

WAYZ Waynesboro, Pa., Richard Field Lewis Jr.—(BR-2865).

WBAX Wilkes-Barre, Pa., John H. Stenger Jr. —(BR-378).

WIBG-FM Philadelphia, Pa., Seaboard Radio Bcstg. Corp.—(BRH-586).

Remote Control

WSGN-FM Birmingham, Ala., Jemison Bcstg. Co.—(BRCH-88).

WTBC-FM Tuscaloosa, Ala., Bertram Bank, et al d/b as Tuscaloosa Bcstg. Co.—(BRCH-89).

License for CP

WFSU-FM Tallahassee, Fla., Board of Control Acting for and on behalf of the Fla. State U.— License to cover CP (BPED-237) which authorized new non-commercial educational fm station (BLED-151).

WGBH-FM Boston, Mass., WGBH Educational Foundation—License to cover CP (BPED-245) which authorized changes in licensed station (BLED-150).

Renewal of License

KOKH (FM) Oklahoma City, Okla., Board of Education of the City of Oklahoma City, State of Okla.—(BRED-85).

WABE (FM) Atlanta, Ga., Board of Education of the city of Atlanta—(BRED-18).

KSTE (FM) Emporia, Kan., Kansas State Teachers College of Emporia—(BRED-113).

Modification of CP

WILM-TV Wilmington, Del., Delaware Bcstg. Co.—Mod. of CP (BPCT-1712) which authorized new tv station for extension of completion date to 1-14-55 (BMPCT-2124).

KGLO-TV Mason City, Iowa, Lee Radio Inc.— Mod. of CP (BPCT-1230) which authorized new tv station for extension of completion date to 12-14-54 (BMPCT-2120).

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Mod. of CP (BPCT-269), as mod., which authorized new tv station for extension of completion date to 12-21-54 (BMPCT-2125).

WHEN-TV Syracuse, N. Y., Meredith Syracuse Tv Corp.—Mod. of CP (BPCT-1782) which authorized new tv station for extension of completion date to 12-16-54 (BMPCT-2123).

WCOG-TV Greensboro, N. C., Inter-City Advertising Co. of Greensboro, N. C.—Mod. of CP (BPCT-588), as mod., which authorized new tv station for extension of completion date from 6-19-54 (BMPCT-2122).

WDSM-TV Superior, Wis., WDSM Television Co.—Mod. of CP (BPCT-728) which authorized new tv station for extension of completion date to 12-14-54 (BMPCT-2121).

WDAN Danville, Ill., Northwestern Pub. Co.— Mod. of CP (BP-9026) which authorized installation of new transmitter for extension of completion date (BMP-6526).

KJOE Shreveport, La., Audiocasting Inc.—Mod. of CP (BP-8822) which authorized new standard broadcast station for approval of antenna, transmitter location and specify studio location as 726 Cotton St., Shreveport (BMP-6527).

Remote Control

WTBC Tuscaloosa, Ala., Tuscaloosa Bcstg. Co. —(BRC-405).

KLKC Parsons, Kan., Community Bcstg. Co. —(BRC-406).

WTIK Durham, N. C., WTIK Inc.—(BRC-409).

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co.—(BRC-408).

Renewal of License

WHLM Bloomsburg, Pa., Harry L. Magee tr/as Bloom Radio—(BR-1956).

WHGB Harrisburg, Pa., Harrisburg Bcstg. Co. —(BR-1218).

WHUN Huntington, Pa., The Joseph F. Biddle Pub. Co.—(BR-1487).

WKRZ Oil City, Pa., WKRZ Inc.—(BR-1239).

WHAT Philadelphia, Pa., Independence Bcstg. Co.—(BR-359).

Renewal of License Returned

WGNR New Rochelle, N. Y., Radio New Rochelle Inc.—(BR-2577).

Standard Applications Returned

KWRF Warren, Ark., Paul Fiser and John G. Rye d/b as Pines Bcstg. Co.—Voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. (Filed on wrong forms).

KFSC Denver, Colo., Francisco V. (Paco) Sanchez—License to cover CP (BP-8818), as mod., which authorized new standard broadcast station. (Necessary to file 302).

Modification of CP

KFVS-TV Cape Girardeau, Mo., Hirsch Bcstg. Co.—Mod. of CP (BPCT-727) which authorized new tv station for extension of completion date to 12-14-54 (BMPCT-2127).

May 21 Applications

ACCEPTED FOR FILING

Renewal of License

WKSB Milford Del., The Kent-Sussex Bcstg. Co.—(BR-2885).

WKAP Allentown, Pa., WKAP Inc.—(BR-1566).

WFBG Altoona, Pa., The Gable Bcstg. Co.— (BR-336).

WGPA Bethlehem, Pa., The Bethlehems' Globe Pub. Co.—(BR-1463).

WISR Butler, Pa., Butler Bcstg. Co.—(BR-1155).

WESA Charleroi, Pa., Monogahela Valley Bcstg. Corp.—(BR-1785).

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—(BR-2836).

WEST Easton, Pa., Associated Bcstrs. Inc.— (BR-346).

WKBO Harrisburg, Pa., Keystone Bcstg. Corp. —(BR-341).

WGAL Lancaster, Pa., WGAL Inc.—(BR-347).

WLBR Lebanon, Pa., Lebanon Bcstg. Co.—(BR-2023).

WEDO McKeesport, Pa., Tri-City Bcstg. Co.— (BR-1304).

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WHWL Nanticoke, Pa., Radio Anthracite Inc.—(BR-1547).

WKST New Castle, Pa., WKST Inc.—(BR-983).

WIBG Philadelphia, Pa., Seaboard Radio Bcstg. Corp.—(BR-339).

WIP Philadelphia, Pa., Pennsylvania Bcstg. Co.—(BR-356).

WJMJ Philadelphia, Pa., Patrick Joseph Stanton—(BR-2275).

KQV Pittsburgh, Pa., Allegheny Bcstg. Co.—(BR-367).

WJAS Pittsburgh, Pa., Pittsburgh Radio Supply House—(BR-370).

WKBI St. Marys, Pa., The Elk-Cameron Bcstg. Co.—(BR-2497).

WVSC Somerset, Pa., Somerset Bcstg. Co.—(BR-2579).

WILK Wilkes-Barre, Pa., Wyoming Valley Bcstg. Co.—(BR-1408).

Renewal of License

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—(BRH-742).

WLEU-FM Erie, Pa., WLEU Bcstg. Corp.—(BRH-688).

WEEX-FM Forks Township, Pa., Easton Pub. Co.—(BRH-137).

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—(BRH-268).

WRAK-FM Williamsport, Pa., WRAK Inc.—(BRH-184).

WLYC-FM Williamsport, Pa., Lycoming Bcstg. Co.—(BRH-553).

Modification of CP

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co. Inc.—Mod. of CP (BPCT-857), as mod., which authorized changes in facilities of existing comm. tv bcstg. station for extension of completion date to 12-17-54 (BMPCT-2128).

WISE-TV Asheville, N. C., WISE-TV Inc.—Mod. of CP (BPCT-1143), as mod., which authorized a new comm. tv bcstg. station for extension of completion date to 12-29-54 (BMPCT-2129).

WCUI (TV) Champaign, Ill., Champaign-Urbana Television Inc.—CP to replace expired CP (BPCT-1631) which authorized a new comm. tv bcstg. station (BPCT-1869).

May 24 Decisions

ACTIONS ON MOTIONS

On petition of Music Bcstg. Co. (WGRD) Grand Rapids, Mich., the Commission on May 20 continued indefinitely the oral argument scheduled for June 4 in Docket 11013 in re Authority to Operate Pre-Sunrise Hours.

By Comr. John C. Doerfer

Chief Broadcast Bureau—Granted petition for an extension of time to and including June 3 within which to file his response to separate pleadings filed by Arthur R. Olson and Wrather-Alvarez Inc. in re application of Tulsa Bcstg. Co., Muskogee, Okla., for ch. 8 (Docket 10836).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—Granted request of Ottaway Stations for extension of time from May 24 to June 4 in which to file Proposed Findings re applications for ch. 40 (Dockets 10681-82). The Examiner, on his own motion, ordered that the replies which the parties had been given a right to file not later than June 1, may be filed not later than June 11.

By Hearing Examiner Charles J. Frederick

Ordered that City of Jacksonville, et al. applicants for ch. 12 in Jacksonville, Fla., shall submit one set of its exhibits to the Hearing Examiner on June 20, and the taking of oral testimony shall commence on July 7, 1954 (Dockets 10833 et al).

By Hearing Examiner Thomas H. Donahue

Hatfield, Ind., Owensboro On The Air Inc., Owensboro Pub. Co.—On request of parties, the hearing presently scheduled for May 27 is continued to June 14 re ch. 9 (Dockets 10982-83).

By Hearing Examiner James D. Cunningham

Issued an Order to govern the course of hearing in re applications of Biscayne Television Corp., et al. for ch. 7 in Miami, Fla. (Dockets 10854, etc.).

San Antonio, Tex., Mission Telecasting Corp., The Walmac Co.—Granted petition of The Walmac Co. to amend application for ch. 12 (Docket 11001), to furnish additional information regarding equipment, etc.

May 25 Decisions

BROADCAST ACTIONS

Actions of May 21

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTBC Tuscaloosa, Ala.; WNIX Springfield, Vt.; KLKC Parsons, Kan.

Granted License

WLNH Laconia, N. H., Northern Bcstg. Corp.—Granted license covering change of facilities, hours of operation and installation of new transmitter; 1350 kc, 5 kw, D (BL-5307).

WBEU Beaufort, S. C., Beaufort Bcstg. Co.—Granted license for am broadcast station; 960 kc, 1 kw, D (BL-5301).

WRIC Richlands, Va., Clinch Valley Bcstg. Corp.—Granted license for change in frequency; 540 kc, 1 kw, D (BL-5291).

WAFC Staunton, Va., American Home Bcstg. Co.—Granted license for am broadcast station; 900 kc, 1 kw, D (BL-5297).

WTPR-FM Paris, Tenn., Paris Bcstg. Co.—Granted license for fm broadcast station (BLH-965).

KDYL-FM Salt Lake City, Utah, Intermountain Bcstg. & Television Corp.—Granted license covering changes in fm station (BLH-964).

Granted CP

WHLS Port Huron, Mich., Port Huron Bcstg. Co.—Granted CP to install the old main transmitter, at present location of the main transmitter, on 1450 kc, 250 w (BP-9286).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—Granted CP to install old main transmitter, at present location of main transmitter, on 1490 kc, 250 w (BP-9284).

WRLD Lanett, Ala., Valley Bcstg. Co.—Granted CP to make changes in the antenna system; increase in height; antenna 250 feet (BP-9129).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WTLE Evanston, Ill., to 10-12-54; WFPG-TV Atlantic City, N. J., to 12-21-54; KFVS-TV Cape Girardeau, Mo., to 12-14-54; WACA Camden, S. C., to 7-15-54, condition.

Actions of May 20

New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Granted mod. of informal permit to supply tv programs broadcast in the U. S. over tv stations licensed to American Bcstg.-Paramount Theatres Inc. to Canadian tv broadcast stations CBFT (TV) Montreal, Quebec; CBLT (TV) Toronto, Ontario; CKCO-TV Kitchener, Ontario; CBUT (TV) Vancouver, British Columbia; CBOT (TV) Ottawa, Ontario; CKSO-TV Sudbury, Ontario; CFPL-TV London, Ontario; CHSJ-TV St. John, New Brunswick, and CBWT (TV) Winnipeg, Manitoba, for broadcast in Canada for period ending 2-1-55.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WIND-TV Chicago, Ill., to 11-25-54; WDSM-TV Superior, Wis., to 12-14-54; WHEN-TV Syracuse, N. Y., to 12-16-54; KGLO-TV Mason City, Iowa, to 12-4-54; KBAY-TV San Francisco, Calif., to 11-11-54.

Actions of May 19

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WSGN-FM Birmingham, Ala.; WTBC-FM Tuscaloosa, Ala.; KLTZ Glasgow, Mont.

Granted License

WAEW-FM Crossville, Tenn., WAEW Inc.—Granted license to cover CP (BPH-1926) which replaced expired permit; ch. 246 (97.1 mc) 9 kw, unlimited (BLH-960).

KFYO Lubbock, Tex., Plains Radio Bcstg. Co.—Granted license covering installation of new transmitter as alternate main transmitter for night use only; condition (BL-5293); and license covering installation of new transmitter as auxiliary transmitter for daytime use only (BL-5294); condition on both.

KLVL Pasadena, Tex., Felix H. Morales—Granted license covering change in hours of operation, using power of 500 w, 1 kw-daytime and installation of DA for night use only (BL-5251).

KSLV Monte Vista, Colo., San Luis Valley Bcstg. Co.—Granted license covering installation of an alternate main transmitter (BL-5267); granted license for am station and specify studio location; 1490 kc, 250 w, unlimited (BL-5213).

KWOC Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—Granted license covering change from directional antenna DA-2 to directional antenna DA-N only; condition (BL-5288).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WAKR-TV Akron, Ohio, to 12-14-54; KBIC-TV Los Angeles, Calif., to 12-15-54; WFTV (TV) Duluth, Minn., to 12-13-54; WMVO-FM Mount Vernon, Ohio, to 7-11-54; KSBR San Bruno, Calif., to 11-12-54.

Actions of May 18

Remote Control

WCLB Camilla, Ga., Capel Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of May 17

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTUX Wilmington, Del.; WSCR Scranton, Pa.; WDUZ Green Bay, Wis.; WRBC Jackson, Miss.; WBRE Wilkes-Barre, Pa.; KTIS Minneapolis, Minn.; KNAF Fredericksburg, Tex.; KMHT Marshall, Tex.; KFSC Denver, Colo.; KTIS-FM Minneapolis, Minn.

Granted License

WLIK Newport, Tenn., Arthur Wilkinson Lumber Co.—Granted license for am broadcast station; 1270 kc, 1 kw, D (BL-5274).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—Granted license covering installation of new transmitter (BL-5290).

WSTV-FM Steubenville, Ohio, WSTV Inc.—Granted license covering changes in station; ch. 278 (103.5 mc), 3.1 kw, U (BLH-963).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

KJEO (TV) Fresno, Calif., to 12-8-54; WBRC-TV Birmingham, Ala., to 12-17-54; WOC-TV Davenport, Iowa, to 12-11-54; KATV (TV) Pine Bluff, Ark., to 11-17-54.

The Commission, by a Board composed of Commissioners Hyde (Chairman) and Webster, on May 25, set aside action of May 19, 1954, granting the application of WGHF Inc. for renewal of license of WGHF (FM) New York, N. Y.

May 25 Applications

ACCEPTED FOR FILING

Renewal of License

WLOA Braddock, Pa., Matta Bcstg. Co.—(BR-1682).

WHYL Carlisle, Pa., Richard Field Lewis Jr.—(BR-2220).

WLEU Erie, Pa., WLEU Bcstg. Corp.—(BR-850).

WHVR Hanover, Pa., Radio Hanover Inc.—(BR-2230).

WHOD Homestead, Pa., Steel City Bcstg. Corp.—(BR-2175).

WMRF Lewistown, Pa., Lewistown Bcstg. Co.—(BR-1124).

WMCK McKeesport, Pa., Mon-Yough Bcstg. Co.—(BR-1577).

WMGW Meadville, Pa., Meadville Bcstg. Service Inc.—(BR-1869).

WPEN Philadelphia, Pa., Wm. Penn Bcstg. Co.—(BR-363).

WPAZ Pottstown, Pa., Pottstown Bcstg. Co.—(BR-2655).

WISL Shamokin, Pa., Radio Anthracite Inc.—(BR-1962).

WMBS Uniontown, Pa., Fayette Bcstg. Corp.—(BR-931).

WLYC Williamsport, Pa., Lycoming Bcstg. Co.—(BR-2627).

WORK York, Pa., York Bcstg. Co.—(BR-805).

(Continued on page 115)

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Washington 5, D. C. REpublic 7-3984
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Radio & Television
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1001 Conn. Ave. 4212 S. Buckner Blvd.
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FCC & FIELD ENGINEERING
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QUALIFIED ENGINEERING
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IF YOU
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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BROADCASTING • TELECASTING
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Unusual opportunity for manager metropolitan market. Box 359D, B•T.

General manager for 500 watt daytime independent in single station midwestern market of 20,000. Must be strong on sales and have knowledge of small market operation. Station is one of three owned by same stockholders. Wonderful opportunity for man who can prove himself, write Box 494D, B•T.

Salesman or manager, with ability to sell accounts. Market over 150,000, southeastern location for newly established wired music company. Market without competition. Investment open but secondary to ability. If you can sell and close accounts, opportunity for interest in business. This is a partnership, with both partners now actively engaged in radio, so you will be among friends. Box 504D, B•T.

Salesmen

Guaranteed income $400. monthly against commission, protected territory, active account list, fertile market. Bonus, company paid pension plan. Independent daytime kilowatt wants experienced sales producer who desires to settle in progressive northern Illinois community. Personal interview required. State age, experience. Box 495D, B•T.

Adding to growing sales staff. Need man between 25 and 35 for local sales with some announcing. Salary plus commission. Airmail particulars to Jim Hairgrove, KFRD, Rosenburg, Texas.

Time salesman. Salary plus commission. Good market. ABC Network. KFRO, Longview, Texas.

Staff announcer, experience preferred, not necessary, must have ability. Play-by-play pays extra. Car advantageous. Salary commensurate with experience and ability. Send full information, salary requirements, photo and audition to KSCB, Liberal, Kansas.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Announcers

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperament problems and drifters not considered. Box 859C, B•T.

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Disc jockey with experience and established ratings—good opportunity for right man on 5,000 watt music station—big market, good deal. Box 459D, B•T.

Attention journalism graduate — Pennsylvania daytimer needs a news editor for local coverage. Box 478D, B•T.

Experienced newsman with special emphasis on local news reporting and special events ability needed in top-flight midwestern station. Opportunity to do television work at same station in conjunction with radio. Excellent working conditions. Good salary. Send tape, letter with background and picture to Box 485D, B•T.

Experienced announcer-engineer. First class ticket. Accent on announcing. No maintenance. 1 kilowatt. Network affiliate, southwest. Seventy-five dollars for forty-hour week to start. Box 514D, B•T.

Experienced announcer wanted immediately, large southern city. Prefer morning man capable of stepping into established "rise and shine" type program. Tape and details first letter. Box 538D, B•T.

Combo announcer with news experience. Good steady job for right man. Best living conditions. KASI, Ames, Iowa.

Help Wanted—(Cont'd)

Seasoned disc jockey—first class ticket. Engineering ability secondary. Powerful independent station carrying heaviest commercial schedule city over 100,000. Must be strong air salesman. Must like country music. No musicians desired —we have them. Right man can make about $5,000.00. yearly. Send audition tape and complete information, Manager, KDAV, Lubbock, Texas.

Announcer with first ticket. $325.00. to start. Pleasant working conditions, vacation, chance to advance, permanent. Send tape, KLKC, Parsons, Kansas.

Have opening for 3 excellent announcers, approximately August 1, Tucumcari, N. M., and Hobbs, N. M. Salary from $300 up depending on your qualifications. Contact Lloyd Hawkins, KTNM, Tucumcari, N. M.

Play-by-play sports announcer needed at once. Airmail tape and background to KVBC, Farmington, N. M.

Staff announcer: 5 kw am and vhf television stations. Thorough knowledge of control board essential. Apply in writing to: Bill Shell, WJHL, Inc., Johnson City, Tennessee.

Colored disc jockey. Must be good southerner. Humorous. Good ad-lib. Call 6-1551 or write Radio Station WOIC, Columbia, S. C.

Combo man interested in permanent position. WOZK, Ozark, Alabama.

Experienced staff announcer strong on news and records wanted by 5,000 watter. Give full experience, references, salary wanted. WRBC, Jackson, Miss.

Technical

Vhf-tv and am station in midwest needs experienced and inexperienced engineers and operators. Supply data on experience, education and snapshot. Box 340D, B•T.

Engineer. Large east coast city, am-fm. Strong on maintenance, excellent salary, experienced only. 40 hour week. Box 391D, B•T.

Small progressive network station, needs chief engineer, limited air hours, top pay, congenial staff. Plenty advancement, raises. Send full details, tape, photo. Box 512D, B•T.

Solid progressive daytimer New York State has chief opening. No shift, own boss. Must be reliable, have know-how. Box 526D, B•T.

Wanted — July 1st — Combination engineer - announcer, to be chief engineer. North Carolina station. Box 541D, B•T.

Combo man. First phone, strong on engineering light on announcing. 250 watt indie. Good living-working conditions. Top pay. Y'all come . . . to Fort Payne, Alabama. Contact George Gothberg, WFPA. Call 1400.

WLBC and WLBC-TV needs technician with first class license, need not be experienced. Pay scale 60 to 90 dollars per week depending on experience for five day 40 hour week. Contact Assistant Chief Engineer Patrick Finnegan.

First phone and some announcing. New daytime kilowatt directional. Immediate and permanent. WRRR, Rockford, Illinois.

Chief engineer-announcer, daytime station, 1 kilowatt, Hobbs, New Mexico, to go on air July 15, salary $375 to $400. Contact Lloyd Hawkins, Tucumcari, New Mexico.

Help Wanted—(Cont'd)

Production-Programming, Others

Good local newsman. Progessive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Journalism graduates attention. Especially M. U. men. We're looking for a radio news editor with emphasis on local coverage. Latest and complete equipment. Pleasant community and working conditions—some air work required. Top pay for man who can fill the bill. Prefer background, actual radio experience. Apply to Box 374D, B•T.

We need an experienced program director for our combined ABC radio and television affiliate in a metropolitan area of over a million. Competition is severe and we need a wide awake progressive man with good program sense and commercial ideas. This operation is long and well established and has good public acceptance. Good working conditions. Salary open. Excellent future. Reply to Box 525D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. KFRO, Longview, Texas.

Television

Help Wanted

Salesmen

Television salesman. Vhf wants salesman who can sell programs. Person who can do the job may expect rapid advancement to managerial job. Salary and commission. Southwest. Write Box 484D, B•T., and give complete details. Our employees know of this ad.

Amazing 24-hour timeswitch, automatic tape recorder 3¾-7½ enables producers, performers, agencies aircheck without attendant, holidays, week-days. $139.50 guaranteed. Mayo, 111 W. 57th Street, New York, N. Y.

Experienced salesman to sell in competitive market. Must be strong on sales and ideas. Send all replies to Box 939, Anchorage, Alaska.

Situations Wanted

Managerial

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.

Experienced manager, small medium-market. Let's both make money. Box 501D, B•T.

Desire to relocate in medium sized market. Experienced in sales, play-by-play Class AA baseball, college football, basketball and general staff work. Family man. Amiable and a hard worker. Box 503D, B•T.

Radio worries? Do you have them and want to get away from it all? Here's a team of real radio men who can cut down your high blood pressure and your operational costs at the same time. Will do your complete job of station management, sales management and programming the way it should be done. Thoroughly experienced all radio with enthusiasm and showmanship so essential to good management. Produce real saleable radio with a sparkle in it. Non-drinkers, fine characters and best of references. Bad faults are hard work. We're rough on competition. Want congenial atmosphere, permanent location. All this is available now and at a very reasonable rate. Box 516D, B•T.

Experienced all phases radio broadcasting and television. First class license. Thirty-six years. Desires to manage station. Box 539D, B•T.

Announcer

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B•T.

9 years experience—top quality news, special events, commercials. Handle any staff duty—can program. Married, 2 children. Want to settle down. Box 240D, B•T.

Announcer. First class license, experienced. Northern Ohio or vicinity preferred. Box 334D, B•T.

Play-by-play sports man with 10 years experience looking for a "break," top-notch dee jay, special events, best of references. Play-by-play a must. $85. plus talent. Write Box 385D, B•T.

Combo 1st phone, young, experienced, versatile announcer. Sales training, desires position with possible future in sales and management. Presently employed. Available Sept. 15. Box 424D, B•T.

Situations Wanted—(Cont'd)

Announcer-experienced, mature. Summer replacement, or now thru Sept. Experienced production, direction, copy. Taught radio. Box 437D, B•T.

Announcer—Fine voice—college graduate. Ambitious—all phases—Try me! Box 447D, B•T.

Country, western and gospel music DJ. Licensed, go anywhere. Box 461D, B•T.

Combo man, some experience, wishes local station employment within commuting distance of New York City. Box 463D, B•T.

Well known, top rated, personality DJ morning man in top market wants a change. 10 years experience. Can produce results for top station. Consider spot, sponsor basis. Tape, resume available. Box 470D, B•T.

Announcer. Competent; thoroughly experienced; pleasant delivery; excellent references; metropolitan market. Box 473D, B•T.

Attention California. Sports and newsman, 9 years experience, desires position with California station. Currently employed. Reply Box 476D, B•T.

Experienced DJ. Indie station. Prefer work 1,000 mile radius N. Y. Tape, references. Box 479D, B•T.

Announcer-graduate SRT, wishes position with small station. Good references. Available. Box 480D, B•T.

29, single, draft exempt, 10 months experience, restricted permit, midwest preferred. Staunton, Ill. Telephone 328-W. Box 486D, B•T.

Announcer, strong on music, commercials. Sober, reliable. Will travel. Disc, data and photo on request. Box 487D, B•T.

1st class combo man . . . 3 years . . . presently employed . . . work staff and 3½ hour afternoon disc show . . . Ranked number 1 DJ in a town of 4 network stations. Desires Florida location. Available middle August. Box 489D, B•T.

Staff announcer. Graduate Midwestern Broadcasting School. Commercials, news, DJ. Veteran. Free to travel. Box 490D, B•T.

Sports director-play-by-play announcer. Complete radio sports coverage, commentary and interviews. Sports correspondent, state's leading newspaper. Former West Coast university athlete. Can sell and service accounts. Veteran, family man. Box 499D, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 500D, B•T.

High school graduate. Radio announcing graduate. Single, 21. Will work anywhere in the U. S. Box 505D, B•T.

Fresh from exotic orient. Announcer: Recently director-producer "Voice of United Nations Command" beaming 250,000 watts into Communist China. Five years experience. News, DJ, excellent voice. Married, 25. Box 506D, B•T.

California stations: Good announcer wants good job. Midwesterner, 25, experienced. Box 509D, B•T.

1 years experience all phases radio. 3rd class ticket. Box 510D, B•T.

Staff announcer. Experienced, network. Independent, good all phases. Presently employed but seeking advancement. Married. Tape, resume upon request. Proof is in the pudding. Box 511D, B•T.

Announcer, experienced all phases. Operate board, tables. Presently employed. Desire relocate permanently, dry desert country. Box 513D, B•T.

Announcer—versatile—deep voice—6 months experience. College grad.—dramatics. Box 518D, B•T.

Experienced, capable announcer. All phases. College grad. 27. Florida, northeast preferred. Box 519D, B•T.

Negro DJ, wants small station, tape, ticket, references. Light experience. Box 520D, B•T.

Announcer—experienced, reliable. Ticket-resume, tape. Prefer New Jersey, Pennsylvania, New York. Box 521D, B•T.

Situations Wanted—(Cont'd)

Versatile announcer, staff news, commercials, strong DJ and play-by-play sports. College, exempt, travel, resume, tape. Box 522D, B•T.

Recent Cambridge Radio graduate with excellent potential. Desires position with future. All-around announcer, good commercial delivery. DJ. Authoritative newscaster. Box 523D, B•T.

DJ, announcer, mc type, 3rd phone. Personality style. No aversion to small town. Tape, photo on request. Box 524D, B•T.

Young combo announcer, 1st phone—family man —light experience—eager to learn. Willing to travel. Box 528D, B•T.

Announcer-DJ. Experienced all phases broadcasting. Desires am-tv operation. Presently employed. Second largest market. Midwest preferred but will consider any location. Box 529D, B•T.

Need a hard working, very conscientious combo man? Experienced—sober, married. Will consider straight engineer in larger station. Box 530D, B•T.

News and sports director who thrives on work, wishes to be compensated . . . in money. Box 531D, B•T.

Massachusetts workhorse soon available. Desires combination sports, news, program director. Box 532D, B•T.

Summer replacement announcer—experienced. Also production, direction. Mature. Console experience. Box 533D, B•T.

Announcer, experienced. Two years. Two degrees. Gimmicks to classics. Northeast. Tired of cheeseburgers and ropes. Want steak and havanas. Box 534D, B•T.

Teacher or announcer available, 6 years experience. Familiar all phases. Degree. Box 536D, B•T.

Desire permanency, 6 years experience. Mature, reliable, strong news, original DJ, sports, familiar all phases. Degree. Operate board, tape on request. Box 537D, B•T.

Experienced, conscientious announcer with first class ticket wants position with radio-television or television only station. Box 542D, B•T.

Top flight sports man. Can do good job on board with music, news, commercials. Long suit-sports. Two years experience all sports, play-by-play. Ten years overall baseball experience, including East Texas League, Cotton States, Evangaline. Georgia and Alabama and California State leagues. Official statistician 1951 at Briggs Stadium for Detroit football and baseball teams. Currently employed play-by-play Pioneer League. Consider all offers. Contact Dan Baxter, 230 West 16th Street, Idaho Falls, Idaho. Phone 2465-J.

Announcer, news, commercials, DJ, board operator. Experienced, dependable asset seeks permanent station staff. Single, veteran, ticket, resume, tape. Walter Dickman, 12 James Place, Metuchen, New Jersey.

Situations Wanted—(Cont'd)

Thoroughly experienced, mature announcer seeks position established station. Expect above average potential. Keith Griggs, 2927 S. E. 80, Portland, Oregon.

Announcer, DJ, newscaster, control board, limited experience, unlimited ambition. Single, 21, draft exempt. Permanent station asset. Tape, references. Marty Monroe, 248 Bay 22nd Street, Brooklyn 14, N. Y.

Staff announcer. Three months experience, news, disc jockey, commercial writing, veteran, single, will travel. College graduate, available now. Bill Mosca, 403 East 3 Street, Brooklyn 18, N. Y.

Technical

Experienced as engineer or chief 250 to 50kw. Available soon. Box 440D, B•T.

Engineer/administrator, age 33. Sixteen years technical experience, 7 years administration, foreign and domestic. Married, no children. First phone. Overseas assignment preferred. Excellent references. Complete summary on request. Box 454D, B•T.

Girl—college graduate—experienced radio production, continuity—seeks N. Y. C. job. Box 421D, B•T.

1st class phone, 1½ years of am and 2 years technical school. Interested also in television opening. Box 471D, B•T.

Combo first phone. 2 years radio and television broadcast school. Box 472D, B•T.

First phone, recent graduate. No experience. Willing to travel. Box 474D, B•T.

Engineer-announcer (first-class), experienced news and DJ—Desperately needs job. Box 488D, B•T.

Engineer, first phone, 1½ years broadcast. Excellent announcer. Prefer Texas. Box 496D, B•T.

Am engineer. Experienced xmtrs, remotes, recordings (tape and disc), maintenance. Box 507D, B•T.

Family man seeks station that offers pleasant working conditions and a permanent future to a qualified engineer. Graduated from the school of hard knocks. 1st phone backed up by ten years of well rounded experience of installing, operating and maintaining anything from the microphone plug (do not announce) to the antennna—including directional array. Have the know-how to efficiently yet economically operate your engineering department . . . Excellent references. Box 517D, B•T.

First phone, six years broadcast experience transmitter, control room, remotes. Dependable, married. Prefer southeast. Box 540D, B•T.

Engineer, 1st class. 46, single, self-employed, experienced, 250 watt to 50kw. Available for transmitter operation, vacation replacement, or where some maintenance initiative is needed, prefer midwest. Wallace V. Rockefeller, Wood River, Nebraska.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Straight engineer, experienced, first phone, ham license. Now available. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

Production-Programming, Others

6 years solid background, all phases, seeks station or agency connection with growth potential. Presently employed 4 A agency, N. Y. C. Prefer northeast. Phone HY 8-2426 evenings. Box 481D, B•T.

Television

Situations Wanted

Managerial

Have seven highly successful years background in sales and sales management. Now qualified to manage your television station. Box 482D, B•T.

Announcers

Television and radio announcer. 5 years. Presently employed top-rated vhf. Minimum $90. Tape, resume on request. Box 433D, B•T.

Sports announcer with solid experience baseball, football, basketball and boxing wants opportunity in tv or larger radio market. Seven years at present small station. Excellent references for character, citizenship, ability. Write Box 497D, B•T.

Versatile young woman, early twenties; three years television experience now appearing on network daily, one of first ten markets. Commercial, children's programs, femcee and variety show experience. Desire to relocate. Box 527D, B•T.

Television announcer, co-ordinator, experienced-capable, every phase. Steve Gary, 151-10 Jamaica, Jamaica, New York.

Technical

Experienced tv engineer, emphasis xmtrs, studio maintenance. Box 508D, B•T.

Production-Programming, Others

Film editor, year experience midwest station. Did some directing. Still and motion picture photo bug. Will travel, 27, single, veteran. Consider anything. Box 475D, B•T.

Continuity director. Radio-tv station experience supervising client service, copy writing, continuity administration. Excellent advertising background. Employed. Looking for bigger market. Box 492D, B•T.

Producer, experienced, theatre, radio. Mature, sales-minded. Box 498D, B•T.

For Sale

Stations

West Coast. Indie. 1 kw. Exclusive. $30,000 down. Box 320D, B•T.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300-ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 346D, B•T.

G.E., fm frequency and modulation monitor, type BM-1-A. Three Presto 10-A turntables, Tempco 250-GSC, 250 watt am transmitter and other items. Send for list and prices. Box 411D, B•T.

400 foot EMSCO, supports 6 bay vhf channels 2 thru 6—make offer. Box 412D, B•T.

Tower—170 feet, self supporting. Lehigh with beacon and side lights. Dismantled ready for re-erecting. F.O.B. site. Make offer Box 456D, B•T.

1,000 watt Western Electric 443A-1 transmitter. Excellent condition. 5 years old. Available 45 days. $3,250.00. Presto PT-900 tape recorder $375.00. Magnecord PT6-JAH, $395.00. Box 477D, B•T.

1 RCA BF-3A fm super turnstile antenna operating on 96.9 megacycles with power gain 3.6. Make offer. Box 491D, B•T.

For Rent: Professional television cameras and crews for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass.

Situations Wanted—(Cont'd)

Complete remote studio equipment including Magnecorder used 6 months $700.00. Will sell Magnecorder for $450. Charles Sharpless, 114 Dakin, La Porte, Indiana.

349 foot Truscon tower with base insulator, type C. Recently painted. Ready to ship out August 15. Make offer. Contact WCAW, Charleston, West Virginia. Post Office Box 2791. Telephone 3-7503.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

RCA ET 4250 am broadcast transmitter, now operating. Available 30 days. $700 complete with spare tubes. M. Wirth, WOAP, Owosso, Michigan.

230′ insulated self supporting tower. Suitable for am and fm or tv. $1900. Two bay RCA batwing fm antenna. $300. WPAG-TV, Ann Arbor, Michigan.

One Blaw Knox insulated self-supporting tower. Type CK, 364′. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

Magnecord portable PT6-A with PT6-P amplifier complete. Also a two speed Presto 16″ 75-A turntable with 1D cutter and high fidelity pick up arm complete with mixing panel and carrying case. Cuts from inside or outside. Pilot tuner and additional high fidelity speaker; two mikes with floor stands. Many other extras, all excellent, $900 for all or make offer on either recorder separately. Leo Rocca, Inc., 4301 Connecticut Avenue, Washington, D. C. Emerson 2-1245.

Wanted to Buy

Stations

1000-watt day, going station, cp's or grant—in **Mississippi, Arkansas, northern Louisiana or** western Tennessee. Box 366D, B•T.

Manager with proven sales record would like to buy or lease a station in the south. Hard worker with references and ability. Box 395D, B•T.

Want 250 watter or 1 kw daytimer in Florida or coastal Mississippi, Georgia, South Carolina, Texas or California. Not more than $35,000 total cost. Write Box 515D, B•T.

Equipment, etc.

One Western Electric KS-7596 high voltage transformer, for 355-D1 transmitter. Box 343D, B•T.

1 kw and 5 kw am transmitters. **Give make, age and price. Write Box 350D, B•T.**

Want used 300MM beacon and flasher. Box 455D, B•T.

Frequency modulation transmitter, 50 watt that can be converted to center frequency 71-75 mc. Also used tv transmitting equipment and diagrams, successful experimental units. Box 543D, B•T.

New 7C24 tube or other new tubes for 1 kw-RCA transmitter Model BTF-1C. State asking price. Write to WLBR, Lebanon, Pa.

Wanted to buy complete used equipment for radio station installation. Wanted: Transmitter, frequency and modulation monitor, turntables and antenna 200 to 300 feet. What do you have, what is your price? Contact Charles M. Erhard, Radio Station WPME, Punxsutawney, Pa.

Interested in used radio and television studio control and recording equipment for advanced training. Communication Department, American University, Washington, D. C.

Magnecord PT6-J amplifier, Altec 400B or 600B speaker, RCA 44bX mike. State age, condition, price. C. Chamberlain, Box 344, Bellefontaine, Ohio.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Wanted, all types broadcast equipment. Highest cash prices. Seaboard, Box 326, Keyport, N. J.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

NEED LEADING DJ FOR MORNING

For Number 1 Station in one of the Top Ten Markets, Midwest location. Opportunity unlimited. Must have original ideas and a selling personality! Rush tape, letter and photo to

Box 448D, B•T

Situations Wanted

Announcers

TOP DISC JOCKEY

. . . With nationally recognized station, whose call letters you'll know instantly, looking for slot, per spot, or per sponsor basis. You make money, I make money. Can build top rated personality show. Like to work closely with both sales and program departments. Currently have waiting list of clients long enough to choke a horse and can do the same for you. Best reference is current employer. Look good on TV, too. Major metropolitan markets only, please! Box 483 B•T.

EMPLOYERS MAKE PERMANENT NOTE! ! !

You'll need me someday and I'll be there! Am planning extensive itinerary as fill-in only. 4 years outstanding ANNOUNCER-DJ-BOARD experience assures desired results immediately. Special part-time sales deal wlecome. Excellent appearance, young, healthy, personable, ex-Marine (regular) officer, draft exempt, single, '54 car. HAVE 1st TICKET. Contact Charles Morse—year 'round—c/o Mr. Arthur Morse, Suite 1230, 10 S. LaSalle, Chicago. State 2-0434.

Production-Programming, Others

ATTENTION: EAST COAST

Here is your cue for a PD with Rx guaranteed to cure your programming ills. Presently employed as PD and Morning Man. Will accept position only if it offers responsibility, permanency, and authority. Salary commensurate with position and 5 years programming. College graduate, married, veteran. Call N. Y. C. rep. GE 4-1918 or write Box 502D, B•T.

For Sale

Equipment, etc.

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

Miscellaneous

RUDY BRETZ

Program and Production consultant. Available for staff training in: camera, directing, film, graphics, lighting, traffic, etc.

Brochure
on
Request

Address:
Croton-On-Hudson

(Continued from page 110)

Modification of CP

KGTV (TV) Des Moines, Iowa, Rib Mountain Radio Inc.—Mod. of CP (BPCT-1552), as mod., which authorized new tv station to change corporate name to Rib Mountain Television Inc. (BMCT-2133).

KETX (TV) Tyler, Tex., Jacob A. Newborn Jr.—Mod. of CP (BPCT-1422), as mod., which authorized new tv station for extension of completion date to 12-15-54 (BMPCT-2134).

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—Mod. of CP (BP-8688), as reinstated and modified, which authorized new standard broadcast station for extension of completion date (BMP-6532).

WEAT West Palm Beach, Fla., James Robert Meachem—Mod. of CP (BP-8179), as mod., which authorized change in frequency; increase power; installation of DA-1; and new transmitter; change transmitter and studio locations and increase height of No. 2 tower by addition of tv antenna for extension of completion date (BMP-6530).

WHLM Bloomsburg, Pa., Harry L. Magee tr/as Bloom Radio—Mod. of CP (BP-8494) which authorized change in frequency; change power and hours of operation; install DA-2 and change transmitter location for extension of completion date (BMP-6531).

Remote Control

WINI Murphysville, Ill., Evers Mick and Donald Lee Ritter d/b as Jackson County Bcstg. Co.—(BRC-411).

KPIG Cedar Rapids, Iowa, Cedar Rapids Bcstg. Co.—(BRC-410).

Application Returned

KOB Albuquerque, N. M., Albuquerque Bcstg. Co.—Extension of Special Service Authorization to operate on 770 kc, power of 25 kw night, 50 kw day; unlimited hours, using transmitter authorized under BP-2783, as mod., for period beginning May 1 (unnecessary).

License for CP

WSPD-FM Toledo, Ohio, Storer Bcstg. Co.—License to cover CP (BPH-1843), as mod., which authorized changes in licensed station (BLH-967).

WMCF (FM) Memphis, Tenn., Memphis Pub. Co.—License to cover CP (BPH-1879), as mod., which replaced expired permit (BLH-966).

Modification of CP

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—Mod. of CP (BPH-1788), as mod., for extension of completion date (BMPH-4919).

WJNO-TV Palm Beach, Fla., Palm Beach Television Inc.—Mod. of CP (BPCT-1130), as mod., which authorized new tv station to change corporate name to WJNO-TV Inc. (BMPCT-2136).

Renewal of License

WBNY-FM Buffalo, N. Y., Roy L. Albertson—(BRH-94).

WGPA-FM Bethlehem, Pa., The Bethlehems' Globe Pub. Co.—(BRH-154).

WEST-FM Easton, Pa., Associated Bcstrs. Inc.—(BRH-636).

WARD-FM Johnstown, Pa., Central Bcstg. Co.—(BRH-644).

WCAU-FM Philadelphia, Pa., WCAU Inc.—(BRH-17).

WEJL (FM) Scranton, Pa., The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett—(BRH-368).

WEPS (FM) Elgin, Ill., Board of Education, Union School District #46—(BRED-49).

KBGC (FM) Shawnee, Okla., Oklahoma Baptist U.—(BRED-105).

May 26 Decisions

ACTIONS ON MOTIONS

The Commission on May 24, on request of Columbia Broadcasting System Inc., extended to June 21 the time for filing comments in the matter of Docket 10962, amendment of Part 3, Sub-Part F.

By Commissioner E. M. Webster

Referred to the full Commission, petition for leave to intervene in the proceeding re ch. 7 in Buffalo, N. Y. (Dockets 10968 et al), filed by the National Association of Broadcast Employes & Technicians, CIO.

By Hearing Examiner H. Gifford Irion

Granted petition of K-Six Television Inc., Corpus Christi, Tex., for extension of time to June 8 for submission of proposed findings of fact and conclusions in proceeding re ch. 10 at Corpus Christi (Dockets 10556 et al) and the final date for the filing of rebuttal findings was continued to June 29, 1954. (Action of 5/24).

Las Vegas, Nev., Desert Television Co.—Granted petition to reopen the record in re proceeding for ch. 13 (Docket 10895), for certain limited purposes, and continued from May 25 to June 2 the date for the submission of proposed findings in this proceeding. (Action of 5/25).

By Hearing Examiner Basil P. Cooper

South Bend, Ind., South Bend Bcstg. Corp.; Notre Dame, Ind., Michiana Telecasting Corp.—Granted motion of South Bend, and the date on which each party will notify the Examiner and other parties concerning the number and identity of witnesses for direct and cross-examination is changed from May 24 to June 7, in re proceeding for ch. 46 (Dockets 10534-35).

BROADCAST ACTIONS

SSA

The following stations were granted extensions of Special Service Authorizations on a temporary basis for the period ending July 31, 1954:

WNYC New York, for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10:00 p.m. (EST).

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, to local sunset Corpus Christi.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m to local sunrise (CST).

May 26 Applications

Remote Control

WALB Albany, Ga., Herald Pub. Co.—(BRC-412).

WWIN Baltimore, Md., Belvedere Bcstg. Corp.—(BRC-413).

Renewal of License

WBNY Buffalo, N. Y., Roy L. Albertson.—(BR-879).

WACB Kittanning, Pa., Armstrong County Bcstg. Corp.—(BR-2222).

WPPA Pottsville, Pa., A. V. Tidmore tr/as Pottsville Bcstg. Co.—(BR-1252).

Application Returned

Portland, Ore., Albert L. Capstaff—CP for new standard station on 1290 kc, 1 kw and daytime hours of operation.

Renewal of License

KRLD-TV Dallas, Tex., KRLD Radio Corporation.—(BRCT-85).

Modification of CP

WTPA (TV) Harrisburg, Pa., Harrisburg Broadcasters Inc.—Mod. of CP (BPCT-986), as mod., which authorized new tv station for extension of completion date to 9-20-54 (BMPCT-2139).

WIBG-TV Philadelphia, Pa., Daily News Television Co.—Mod. of CP (BPCT-119), as mod., which authorized new tv station for extension of completion date to 11-21-55 (BMPCT-2137).

KVOS-TV Bellingham, Wash., KVOS, Inc.—Mod. of CP (BPCT-1242), as mod., which authorized new tv station for extension of completion date to 12-24-54 (BMPCT-2138).

License for CP

KTBC-TV Austin, Tex., Texas Bcstg. Corp.—License to cover CP (BPCT-876), as mod., which authorized a new tv station (BLCT-203).

KXLY-TV Spokane, Wash., Northern Pacific Television Corp.—Amended to show name change to Northern Pacific Television Corp. (BLCT-142).

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Services

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EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div
Resumes welcomed from qualified people.

Many Openings in TV & Radio
We Have Unlimited Contracts All Over the Country. We Need All Types of Radio & TV Personnel. Write to Radio & TV Personnel Division
Bob Bingham Productions, Inc.
2322 Biscayne Blvd., Miami, Fla.
Marcia Davenport, Dir., Personnel

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
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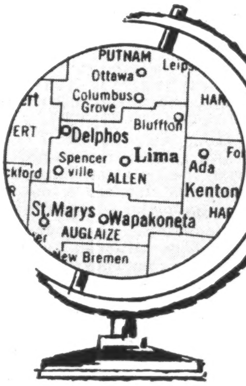
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

SMALL WORLD!


PUTNAM
Ottawa
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Delphos
Spencer ville
Lima
Ada
ALLEN
Kenton
St. Marys
Wapakoneta
AUGLAIZE
New Bremen

Who'd ever think you'd bump into *more* people in Lima, Ohio, who watch WHIO-TV *more* than any other station? That's almost 70 miles from Dayton—way past the WHIO-TV primary coverage area. But facts are facts, and HOOPER figures show:

SHARE OF LIMA AUDIENCE—
EVENINGS—SUNDAY THROUGH SATURDAY, FEB. 14-27, 1954.

Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3

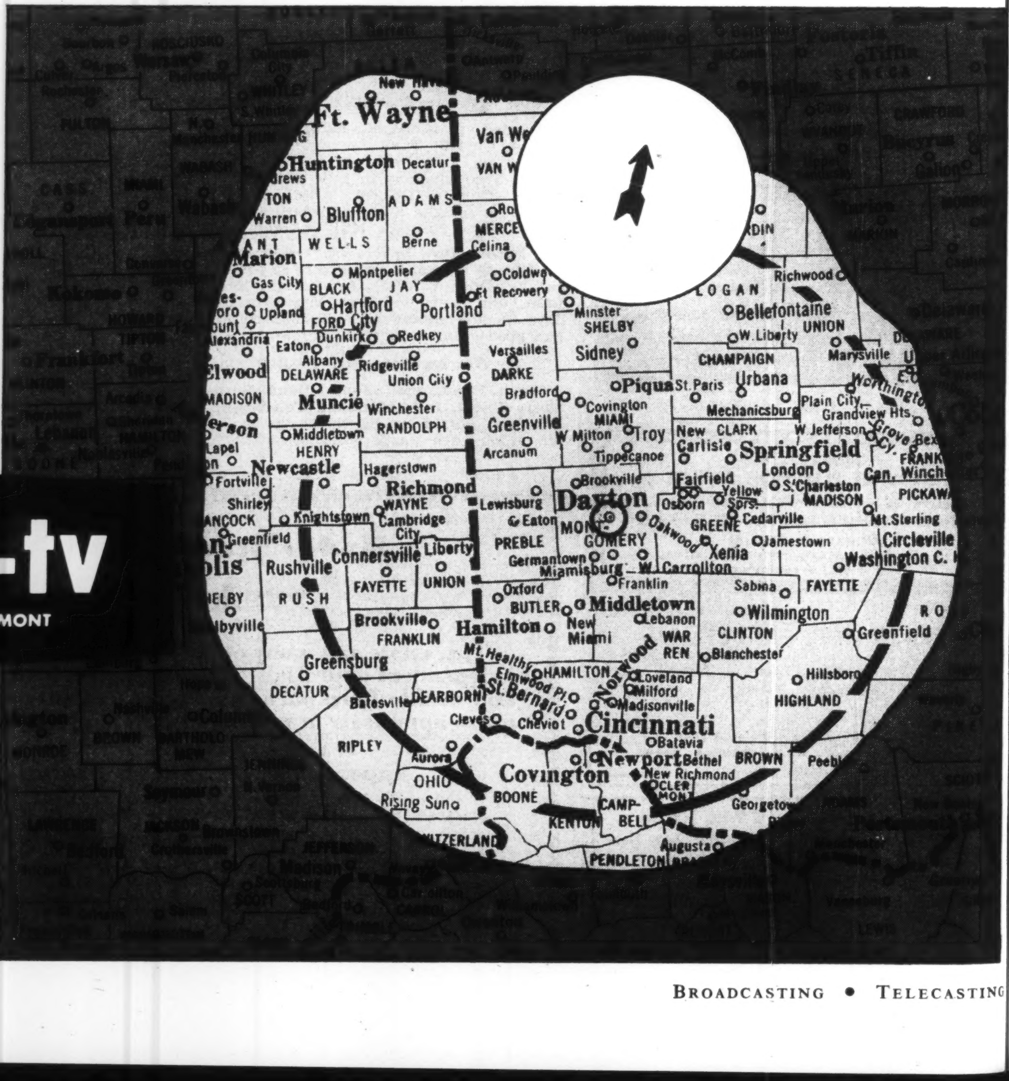
Small world—but Lima's a nice, *big* market. And it's just one of many *extra*, secondary-area markets you get with WHIO-TV. World's Tallest TV Tower, 1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain. Call George P. Hollingbery representatives for more facts.

ONE OF AMERICA'S GREATEST AREA STATIONS

whio-tv

CBS • ABC • DUMONT

Channel 7
DAYTON, OHIO


Ft. Wayne
Van Wert
Huntington
Decatur
ADAMS
Bluffton
WELLS
Berne
Celina
Marion
Portland
Muncie
Sidney
SHELBY
Piqua
Urbana
Bellefontaine
Troy
Greenville
Richmond
Dayton
Springfield
Xenia
Hamilton
Middletown
Wilmington
Cincinnati
Covington
Newport

TELESTATUS

May 31, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 30,200
WSFA-TV (12) Headley-Reed; 3/25/54-11/15/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 93,200

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 93,200
► KPHO-TV (5) CBS, DuM; Katz; 93,200
Arizona Tv Co. (3) Initial Decision 5/25/54

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 24,306
► KVOA-TV (4) ABC, NBC; Raymer; 24,306

Yuma†—
► KIVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) Initial Decision 4/30/54

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 68,725

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 58,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-July '54 (granted STA April 16)*

Chico—
► KHSL-TV (12) CBS, NBC, DuM; Grant; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,835,863
► KCOP (13) Katz; 1,835,863
► KHJ-TV (9) DuM; H-R; 1,835,863
► KNBH (4) NBC; NBC Spot Sls.; 1,835,863
► KNXT (2) CBS; CBS Spot Sls.; 1,835,863
► KTLA (5) Raymer; 1,835,863
► KTTV (11) Blair; 1,835,863
► KTHE (*28)

Newest Starter

Listed below is the newest station that has started regular operation:

WKNY-TV Kingston, N. Y. (ch. 66), May 24.

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 101,000
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
► KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 935,700
► KPIX (5) CBS, DuM; Katz; 935,700
► KRON-TV (4) NBC; Free & Peters; 935,700
► KSAN-TV (32) McGillvra

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 66,441

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,936
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 220,778
► KFEL-TV (2) DuM; Blair; 220,778
► KLZ-TV (7) CBS; Katz; 220,778
► KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54 (granted STA May 20)

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 41,350
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCTB (*71). 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 176,068

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27). 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operation stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
383,721
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

AVOID COSTLY DUPLICATION

BUY WTVP

Decatur, Illinois

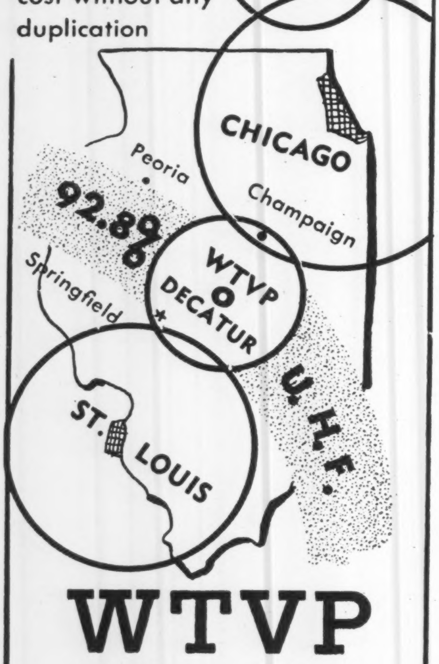
Ch. 17

THE SOLID SALES LINK BETWEEN THE CHICAGO ST. LOUIS MARKET AREAS

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis

PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication



WTVP

DECATUR, ILLINOIS

ABC-DuMONT

Geo. W. Clark • Nat'l. Rep.

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 211,522
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 7,580

Jacksonville—
► WJHP-TV (36) ABC, NBC. DuM; Perry; 46,626
► WMBR-TV (4) CBS; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 244,600
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-6/1/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 62,500
► WPFA (15) CBS, DuM; Young; 19,260

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Fall '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 89,600
► WRDW-TV (12) CBS; Headley-Reed; 91,200
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 61,471
Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 98,219
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 36,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-6/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33.500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 30
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,61
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 3
Decatur—
► WTVP (17) ABC, DuM; George W. Cl
80,000
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; H
ley-Reed; 146,546
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Kno
111,000
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Ave
Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meek
530,630
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118.000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,00
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; R
mer; 78,937
Anthony Wayne Bcstg Co. (69), Initial I
cision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Ka
475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/5
(granted STA April 5)
LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; H
man, Walker; 71,300
Princeton†—
► WRAY-TV (52) Walker; 55,400
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Ra
mer; 105,665
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,0
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS, DuM; Katz; 227,280
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed

Directory information is in following order: ca letters, channel, network affiliation, national re resentative; market set count for operating st tions; date of grant and commencement targ date for grantees.

: City—
TV (36), 10/30/52-Unknown
'TV (9) ABC, CBS, NBC, DuM; Katz; 107,870
IV (4) Hollingbery; 1/21/54-8/16/54
rloo—
/WL-TV (7) ABC, NBC, DuM; Headley-eed; 106,230

KANSAS

t Bend†—
KT (2) 3/3/54-Unknown
hinson—
'VH (12) ABC, CBS, DuM; H-R; 104,309
nattan†—
AC-TV (*8), 7/24/53-Unknown
burg†—
)AM-TV (7) ABC, CBS, NBC, DuM; Katz; 7,565
ka—
KA (42), 11/5/53-Unknown
IBW-TV (13) ABC, CBS, DuM; Capper Sls.; 52,472
nita—
AKE-TV (10) Hollingbery; 4/1/54-Sept. '54
DD (16) ABC, NBC, Petry; 80,457

KENTUCKY

and†—
PTV (59) Petry; 8/14/52-Unknown
erson† (Evansville, Ind.)—
HT (50) CBS; Meeker; 49,033
igton†—
***LAP-TV (27) 12/3/53*-See footnote (c)**
LEX-TV (18) 4/13/54-Unknown
sville—
AVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
HAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
KLO-TV (21) See footnote (d)
QXL-TV (41) Forjoe; 1/15/53-Summer '54
port†—
NOP-TV (74) 12/24/53-Unknown

LOUISIANA

xandria†—
ALB-TV (5) Weed; 12/30/53-9/1/54
on Rouge—
/AFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
BRZ (2) Hollingbery; 1/28/54-9/1/54
ayette†—
VOL-TV (10), 9/16/53-7/1/54
LFY-TV (10), Rambeau; 9/16/53-7/1/54
e Charles†—
PLC-TV (7) Weed; 11/12/53-9/1/54
TAG (25) CBS, ABC, DuM; Young; 17,000
nroe—
NOE-TV (8) CBS, NBC, ABC, DuM; H-R; 137,500
KFAZ (43) See footnote (d)
w Orleans—
VCKG (26) Gill-Perna; 4/2/53-Late '54
VCNO-TV (32) Forjoe; 4/2/53-Summer '54
WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 254,484
WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
reveport—
KSLA (12) ABC, CBS, NBC, DuM; Raymer; 39,650

MAINE

ngor†—
WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 64,000
WTWO (2) 5/5/54-Unknown
wiston—
WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,037
land†—
WMTW (8) 7/8/53-Summer '54
rtland—
WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) ABC, CBS, DuM; Everett-McKinney; 40,300

MARYLAND

ltimore—
WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 547,494
WBAL-TV (11) NBC; Petry; 547,494
WITH-TV (72) Forjoe; 12/18/52-Fall '54
WMAR-TV (2) CBS; Katz; 547,494
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/12/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,179,281
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,179,281
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 132,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,640

THE BUSINESS of building a new tv station in May can be a pretty hot job, but not in Montpelier, Vt., where the WCAX Broadcasting Corp. of Burlington is constructing the WMVT (TV) transmitter and antenna on the "nose" of Mount Mansfield. Inspecting the construction site are (l to r): Stuart T. Martin, general manager; William A. Hohman, of the Vermont firm which will construct the transmitter building beginning next month, and S. Cummings, General Electric field engineer. The ch. 3 outlet expects to air test patterns Aug. 15 and regular programming Sept. 6.

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 9,400
WUOM-TV (*26), 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420.500
► WWJ-TV (4) NBC; Hollingbery, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 43,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 79,200
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC; Pearson; 90,689
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WDSM-TV (6). See Superior, Wis.
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
► WTCN-TV (11) ABC; Blair; 427,000
Family Bcstg. Corp. (9) Initial Decision 5/19/54
Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 452,300
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 110,764
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
Jefferson Tv Co. (13) Initial Decision 5/19/54
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 395,230
► KMBC-TV (9) CBS; Free & Peters; 395,230
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 395,230
► WHB-TV (9) CBS; Blair; 395,230
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 102,435

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 632,998
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/1/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 44,676
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 10,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 4,100

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 33,000

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 82,607

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,720

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 210,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 82,000
WTVZ (*17), 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238
WQTV (*46), 8/14/52-Unknown

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS. DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
WTVF (*23) 7/24/52-Unknown
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. 54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 31,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14), 1/8/53-Unknown

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
WGTV (*25), 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
WROH (*21), 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 302,250
► WTRI (35) CBS; Headley-Reed; 79,506

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43), 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 345,000

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 139,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
WUNC-TV (*4), 9/30/53-September '54

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,476
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591

Durham†—
WTIK-TV (11) ABC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 228,006

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 57,032

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840

Wilmington†—
► WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 202,954
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
*WCET (*48) 12/2/53-9/1/54*
► WCPO-TV (9) ABC, DuM; Branham; 490,000
► WKRC-TV (12) CBS; Katz; 490,000
► WLWT (5) NBC WLW Sls.; 490,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,030,000
► WNBK (3) NBC; NBC Spot Sls.; 878,660
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34), 4/22/53-Unknown
► WTVN (6) ABC, CBS, DuM; Katz; 373,495

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) NBC; H-R; 57,234

Mansfield†—
Fergum Theatres Inc. (36) Initial Decision 5/5/54

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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featuring

Kay Russell

Sold out—both national and local. Results, ratings, popularity polls prove it: Ladies Day SELLS.

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Channel 3 - 100 KW

NBC Affiliate

SYRACUSE, N. Y.

Headley-Reed, National Representatives

OKLAHOMA

Ada†—
KTEN (10) ABC; Venard; 12/16/53-6/1/54 (granted STA April 6)

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-6/10/54

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 47,485

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 263,667
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 65,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) NBC; Hollingbery

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 172,571
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 17,659
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 764,496

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 295,847
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 146,575

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls. 975,230
► WENS (16) ABC, CBS; Petry; 307,149
► WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 155,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 168,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 43,900

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 99,079
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 48,000
► WIS-TV (10) NBC; Free & Peters; 102,572
► WNOK-TV (67) CBS, DuM; Raymer; 48,774

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 75,300

Greenwood†—
WCRS-TV (21) 4/8/53-Unknown

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Sept. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 67,572

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 68,998
► WTSK (26) CBS, DuM; Pearson; 65,500

Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 280,250

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 188,460
► WSM-TV (4) NBC, DuM; Petry; 188,460

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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* Based on Nielsen Survey plus sales to May 1, 1954

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TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 32,073
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 49,545
► KGNC-TV (4) NBC, DuM; Katz; 49,545
KLYN-TV (7) 12/11/53-Unknown
Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 70,117**
Beaumont†—
► KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) Young; 1/6/53-6/15/54 (granted STA May 7)
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 383,721
► **WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000**
El Paso—
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 52,422
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters; 372,500**
Galveston—
► **KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000**
Harlingen†—
► **KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400**
Houston—
► KNUZ-TV (39) DuM; Forjoe; 77,069
► **KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500**
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown

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Longview†—
► KTVE (32) Forjoe; 22,131
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 54,896
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 54,896
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Midland—
► **KMID-TV (2) ABC, CBS, NBC, DuM; Venard;** 32,350
San Angelo—
► **KTXL-TV (8) CBS; Venard; 28,035**
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 193,778
► WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 78,115
Texarkana (also Texarkana, Ark.)—
► **KCMC-TV (6) ABC, CBS, DuM; Venard; 66,832**
Tyler†—
► **KETX (19) CBS, NBC, DuM; Pearson; 28,405**
KLTV (7) 1/27/54-9/1/54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► **KANG-TV (34) ABC; Pearson; 28,000**
Weslaco†—
► **KRGV-TV (5) NBC; Raymer**
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 64,495
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► **KDYL-TV (4) NBC; Blair; 161,325**
► **KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 161,325**
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Hollingbery; 18,114**
Hampton (Norfolk)—
► **WVEC-TV (15) NBC; Rambeau; 97,300**
Harrisonburg†—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Devney;** 82,546
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; **113,440**
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► **WTAR-TV (4) ABC, CBS, DuM; Petry; 316,400**
► WTOV-TV (27) ABC, DuM; Forjoe; 104,500
► **WVEC-TV (15) See Hampton**
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► **WTVR (6) NBC; Blair; 445,984**
Roanoke—
► **WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel;** 255,358

WASHINGTON

Bellingham†—
► **KVOS-TV (12) DuM; Forjoe; 65,806**
Seattle—
► **KING-TV (5) ABC; Blair; 351,100**
► **KOMO-TV (4) NBC; Hollingbery; 351,100**
*KCTS (*9) 12/23/53-12/1/54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 71,557
► **KXLY-TV (4) CBS, DuM; Avery-Knodel;** 70,404
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 351,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 22,073

WEST VIRGINIA

Charleston†—
► **WKNA-TV (49) ABC, DuM; Weed; 36,100**
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 33,477
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 28,200
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 267,701

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700**
Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 49,000
► **WMTV (33) ABC, DuM; Meeker; 44,800**
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 308,750**
► **WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500**
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington,** Righter & Parsons; 675,358
Milwaukee Area Telecasting Corp. (12) Initial Decision 5/20/54
Neenah†—
► **WNAM-TV (42) George Clark**
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► **WDSM-TV (6) CBS, DuM; Free & Peters; 48,700**
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► **KFBC-TV (5) CBS, NBC; Hollingbery**

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 53,000**
► KONA (11) DuM, NBC; NBC Spot Sls.; 53,000
► KULA-TV (4) ABC; Headley-Reed; 53,000

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PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 10,000

CANADA

Kitchener†—
► CKCO-TV (13) 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC; All-Canada; 7,083
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 382; total cities with stations on air: 252. Both totals include **XEJ-TV Juarez and XETV (TV)** Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,173,121.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which **WBEN-TV Buffalo reports it serves in Canada.**

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va., have suspended regular operation, but have not turned in CP's.

(e) WBKZ (TV) Battle Creek, Mich., told FCC it has suspended regular operations until June 1.

UPCOMING

JUNE

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: Senate Communications Subcommittee resumes hearings on uhf, multiple ownership.

June 3-5: National Assn. of Tv & Radio Farm **Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.**

June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.

June 7-11: Seminar for writers and producers of in-school programs, sponsored by National Assn. of Educational Broadcasters, St. Louis.

June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.

June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.

June 20-23: Advertising Federation of America, Hotel Statler, Boston.

June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 21-Aug. 17: Radio-tv institute, co-conducted by KNBC and KPIX (TV) San Francisco, Stanford U., Palo Alto, Calif.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28: New York U. begins 6-week summer radio-tv institute.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER-NOVEMBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

SPECIAL LISTING

BMI Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man.
June 9: Hotel Saskatchewan, Regina, Sask.
June 11: Hotel MacDonald, Edmonton, Alta.
June 14: Fort Cumberland Hotel, Amherst, N. S.
June 14: Hotel Finlen, Butte, Mont.
June 16: Sheraton-Plaza, Boston, Mass.
June 16: Bannock Hotel, Pocatello, Idaho
June 18: Poland Spring Hotel, Poland Spring, Me.
June 18: Hotel Utah, Salt Lake City, Utah
June 21: Broadmoor Hotel, Colorado Springs.
June 23: Marvin Hughitt Hotel, Huron, S. D.
June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 7: Louisville, Ky.
June 8: Atlanta, Ga.
June 10: Birmingham, Ala.
June 11: Memphis, Tenn.
June 14: New Orleans, La.
June 15: San Antonio, Tex.
June 17: Dallas, Tex.
June 18: Tulsa, Okla.
June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.

You say you're from El Paso, Texas, and want to see *Bill White?
KROD TV

Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation . . . the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area . . . KROD-TV is affiliated with KROD - 600 K.C. — CBS - 5,000 watts. Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & Gen. Mgr.
Dick Watts, Sales Manager

Represented Nationally by
The BRANHAM Company

*Of course you know Bill White, Media Supervisor for Cunningham and Walsh — New York

editorials

Toward an NFRTB*

WITH EACH passing convention year, the sign becomes bolder —NARTB is evolving into a federation of entities functioning in the area of broadcasting. Inexorably, the trend is toward an eventual formalizing of such a federation, acting as the legislative and public relations umbrella over the audio and video arts.

Last week's convention underscored this trend. The radio section held separate sessions. The tv section did likewise. Engineers foregathered on their own. Various network groups met separately. The representatives had sessions with their own station groups. The radio and television boards function separately and autonomously. They converge only on matters of broad policy applicable to all broadcasting, and as to personnel on the overall executive level.

Our purpose is not to condemn the present order. It is working well. The process toward a federation is as gradual as it appears to us to be inevitable. The association cannot be all things to all segments.

The biggest task is on the Washington front. And that is to preserve the free estate of all that is broadcasting and to enhance its prestige. That means coordination of activity in Congressional relations, public relations, regulatory relations and state and local affairs pertaining to all the broadcast media. Those functions must never be spread among several disjointed groups because that might spell disaster. By the same token, the top organization dedicated to protection of the sanctity of the broadcast arts should not be encumbered with activities below the policy levels.

*** National Federation of Radio & Television Broadcasters**

Whither Are They Drifting?

IT MAY NOT be technically correct to call CBS Radio's new night discount plan a rate cut, but whatever it is called, its purpose is to make another reduction in that network's prices, and its inevitable effect will be to bring the prices of other networks into line.

In the past three years network charges have been lowered, juggled, adjusted and discounted repeatedly. Each revision was made in the hope of stimulating business. Each failed to obtain more than temporary, if not illusory, relief.

By now it should be evident that the trouble with network radio is not in its pricing; if the trouble had been confined to that, it would surely have been corrected by price reductions of the past. The trouble, we suggest, is more basic. It resides in the fundamental structure of networking and will persist, indeed worsen, as long as it remains undiagnosed and untreated at the source.

A consideration of basic questions about networking cannot be postponed without grave damage to U.S. radio, for the importance of network-type programming is obvious. What networks and their affiliates must decide is how to maintain quality programming service with reasonable profit to both the user and originator. The service cannot be maintained if the trend of the past three years continues and if networks and stations persist in the use of such narcotics as rate cuts or spot selling plans—which may seem to improve things today but actually complicate them tomorrow.

We do not know how to cure the disorders of contemporary radio networking, for no one has done the necessary diagnosis to find out exactly what they are. As we have suggested in the past, the solution may lie in a complete reorganization of network concepts—perhaps in an adaptation of the news service practice in which networks would sell program service to stations which in turn could sell them to advertisers. Other solutions unquestionably can be found—but not until networks and affiliates alike face up to the necessity of finding them.

STATION WOF-TV
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix
"Now don't blame this on our tower . . . it's 25 miles out in the country!"

Recovering Their Legislative Fumble

THE FULL story of television's regulatory and economic evolution now will be heard by the Senate Potter Communications Subcommittee before it passes judgment on the kind of medicine —legislative or otherwise—to be prescribed for uhf's admitted economic ills. A fortnight ago it appeared the committee might have undertaken radical surgery before diagnosis had been completed.

At the NARTB convention in Chicago last week, individual telecasters, acting outside the association's framework, but with its cognizance, set up a steering committee and retained counsel. Vhf licensees as well as uhf operators and applicants for both are represented. NARTB's Harold E. Fellows will appear separately.

When hearings resume June 3, new appearances will have been filed—appearances that should have been on hand weeks ago, when the hearings were announced.

A committee of Congress cannot be expected to pronounce reasoned judgment in a few days with only half the story told involving a field that has been more than a decade in the making.

The happenstance timing of the convention—in between Potter committee sessions—proved the big break. The full impact of Washington sessions became evident when the telecasters got together in Chicago.

The Importance of News

WITHOUT stooping to idolatry, it is possible to say that no one in broadcasting or telecasting is more entitled to speak as an authority on management's responsibility in news and public information programming than William S. Paley, CBS chairman.

It was with such authority that he spoke last week as winner of the 1954 NARTB Keynote Award. His advice to broadcasters to take a more serious interest in keeping the public informed was sound, sensible and in urgent need of recognition at some stations.

Undeniably, radio and television are miraculous technical resources for the distribution of news and informative commentary. In general these resources are being put to good use, but in some cases, as Mr. Paley said, broadcasters have not given adequate attention to that phase of their business.

On grounds of public service alone, station management should agree with Mr. Paley that news and public affairs are "at least as important as any of the other areas coming under [the broadcaster's] jurisdiction" and that appropriate money and effort should be devoted to that field. Mr. Paley did not mention what is another truth—that a good news and information policy pays off commercially as well.

There's fun galore on channel 4 ...in Detroit

YOUNGSTERS KNOW there's fun galore on Channel 4. Spring ratings show WWJ-TV attracting well over half the audience with such shows as Playschool, Howdy Doody, Cartoon Express, Roy Rogers and Johnny Jupiter.

TWO BIG SHOWS make 5 to 6 P.M. a special hour for Detroit's 450,000 five-to-fifteen year youngsters. The fun they have and the product preferences impressed on them, make WWJ-TV special to sponsors.

☆ADVENTURE PATROL

5 P.M. Monday thru Friday

Dramas of danger . . . action packed tales of bold and daring deeds, building intense loyalty to every sponsor's product. High ratings prove its greater youngster appeal.

☆HAPPY HOLLOW RANCH

5:30 P.M. Mon. thru Fri.

Famous Happy Hank brings Squeaky and Sputters and lots of fun to Detroit. His influence on children has long been applauded by community and women's groups across the country.

C'mon in—the fun is fine.

And your product belongs in this good company.

In Detroit . . .
You Sell More
on channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY